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ABSTRACT

This manual offers guidelines for developing adult programming in Vermont public libraries as a means of bringing many people together to exchange ideas, knowledge, backgrounds, and experiences. Sections cover reasons for providing adult programming; the need for well-chosen and organized book collections; the persons who should be responsible for adult programming; finding out what types of adult programming will work in individual communities; types of groups and individuals who can help with adult programming; finding the space, time, extra money, and equipment for adult programming; publicity; a sample program timetable; types of programs including "how-to-do-its," book discussions, film programs, displays, and series of presentations or discussions; other possible adult programming ideas; program evaluation; and ideas for coping when things go wrong. Also provided are a 35-item bibliography and a resource directory listing 122 Vermont organizations that may help in the planning and execution of programs. (ESR)

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Adult Programming

Ideas and Resources
for Vermont public librarians

Prepared for the Vermont Department of Libraries by:

Marianne K. Cassell
Development and Adult Services Consultant
November, 1983

IR050703

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This guide would not have been possible without the ideas and encouragement of Department of Libraries' staff and members of the Vermont library community. Thank you!

This publication is part of a federal-state program under the Library Services and Construction Act.

"I've gotten children's programming going and now I want to do something for adults." This is tough. Adults are busy and have many demands on their time. Can your library offer more to them than books? Should it?

Building a lively, useful, interesting adult book collection is perhaps the first and best use of a busy public librarian's time. But if you feel you want to provide other means of stimulating adults in your town, programming may be an answer.

Why Program?

* extend/complement what's in book collection
* showcase local talents and interests
* reach people who don't read
* highlight unknown areas of book collection
* learning and entertainment come through many media
* get library involved in community
* become a community focal point
* respond to community needs and interests
* relieve rural isolation
* bring in new regular library users (sometimes)
* publicize library and its resources
* bring culture and entertainment to rural community
* offer community forum
* build goodwill toward library
* people have asked
* you feel you should
* offer alternative to TV
* enter into community consciousness as a place that's reliable and where things are happening
* your library may be the only (or the logical) meeting place in town
* change public attitude that libraries are just for readers (or kids or the elderly or...)
* offer a variety of opportunities for public's self-enrichment
* bring people in community together to learn/grow/have fun together
* offer things all ages can enjoy together
* have fun!

BAD REASONS FOR PROGRAMMING

Sponsoring programs may increase your library's circulation or bring in new users. But then again, it may not. The fact that other libraries offer programs is also not necessarily a good reason by itself for programming. Alone, these are all wrong reasons, but they can be secondary to some of the previous reasons. And the outcomes can certainly be hoped for!

QUESTIONS TO ASK YOURSELF BEFORE PLUNGING IN:

* Is there a need?
* Does programming fit into your library's mission? goals and objectives?
* Whom do you want to reach?
* What do you want a program to accomplish?
* Whose responsibility is it?

FACT: 71.6% of all Vermonters are 18 and older (Source: US Census, 1980).

First Things First

Programming will not in itself turn crowds of non-users into regular public library users. But it will do much to extend the services and visibility of a "healthy" library. Vermont has many healthy libraries, large and small. These libraries have made realistic appraisals of community needs/interests and of the library's ability to meet them. They have a clear sense of purpose and direction.

At the center of a healthy library is a librarian who is sensitive, flexible, creative, and knowledgeable. The trustees are supportive and concerned. The building is in good repair, and the budget--well, it is as reasonable and realistic as possible.

But let's not forget the book collection. It should be ever-changing, well-chosen, well-weeded, in good repair, organized, neatly arranged. Before you begin programming take a hard look at your collection, its looks and especially its content. Your regional librarian and the Adult Services Consultant can help you assess the collection, weed, and identify gaps. You can also use "A Bare Bones Adult Collection for Small Vermont Public Libraries" by Marianne K. Cassell and/or the latest editions of the Wilson Standard Catalogs (available through your regional library). In addition, make extensive use of regional library books to supplement the firm, useful foundation your own collection provides.

FACT: 69% of all library materials are circulated to adults (Source: Library Journal, Sept. 15, 1983).

Who's Responsible?

Is programming part of a public librarian's job? Many trustees in Vermont believe so, as evidenced by this beginning statement from the job description of the librarian in St. Albans:

> The Chief Librarian is the administrative officer of the institution. Acts in the advisory capacity of a professional expert to the Board, recommending programs, policies and changes. Broadly speaking, it is his/her duty to carry out the policies and decisions of the Board as they affect both clientele and employees. Has full responsibility of administering internal policies and procedures; for selection of books and other materials; and for the complete discharge of all duties imposed upon him by law or by regulations of the Board of Trustees. He/she is in charge of library personnel and is responsible for the formulation and administration of personnel policies, including assignment of duties, service standards and staff development. Professional responsibilities include management, acquisitions and public services and programs in the area of adult, children and young adults.

A public library director is responsible for developing and maintaining library services, including programming.

BUT WHAT ABOUT THE TINY LIBRARIES? It is true that there are just so many hours in a day, and for the parttime librarian there just aren't enough hours to do everything alone. While the librarian may have the ultimate responsibility for many things, including programming, she/he may choose to delegate some of them. If yours is a one-person operation, and you want to do more adult programming, you have some choices:

* add programming to your already busy load
* add programming to your load, but find someone(s) to do some of the things you have been doing
* find someone to coordinate programming for you
* act as coordinator of programming by overseeing the work of others as you continue to do most of the things you have been doing

As director of the library, no matter how small or large, it's up to you to make the choice that's best for your library and fits your resources. It may also be that you prefer programming to cataloging or reference work (or vice versa) because of your particular talent, personality, or interest. Wherever you turn your energy and however you set personal priorities, it is important that you recognize the choices you are making and why.

It is tempting to delegate the entire responsibility for programming to trustees or Friends of the Library. But trustees' major function is policy-making, while Friends are primarily support groups. Both groups need the advice and ideas of the librarian. Take care not to entangle or confuse the various roles.

"Programming is one way of changing the image of the librarian...Pretend your library is a store and you get a commission for every new person who comes in".

-- *Betty Chalifoux*
Morristown Centennial Library

What Will "Go" in Your Town?

Only five years ago, many Vermont public librarians resisted the idea that people would come regularly to discuss books and ideas. But they do, as 37 libraries had successful humanities reading/discussion* series last year alone. At first, few felt these programs would "go". But libraries in towns as small as 800 consistently had between 25 and 40 people attend.

There's nothing more disappointing than investing time - and perhaps money - in planning a program only to have no one come. While there's no surefire way of insuring that this won't happen, there are a few things you can do to prevent failure and disappointment. It all boils down to finding out what might "go".

What are people in your community interested in?

Ask them via:

- a suggestion box
- a survey** (done in Barre and Rutland)
- informal discussions in and out of the library
- discussions with community groups (teachers, VFW) and leaders (mayor, priest)

Observe them via:

- books and magazines checked out
- materials not checked out
- reference questions asked
- community programs attended
- what's popular on TV, in the media

Develop a community profile including ages, occupations, education, traffic patterns, recreational/cultural/educational opportunities, etc.

This will lead you to discover what other programs are being offered in your community? Compile a list of clubs, service organizations, and other

* see p.41 for more details
**Ask DOL for "So You Want to Do a Survey"

groups which offer cultural/recreational/educational/informational events. This will give you a feel for what not to duplicate, for what people are generally interested in, and for what opportunities are lacking. These organizations may also be able to provide resources, funds, facilities and people-power to library efforts. You may find cooperation needs to build slowly, with the library making the first moves. Lend a hand by:

supplying a meeting room or even the library lawn
offering library materials and equipment
publicizing their activities
steering them to new talent and participants
suggesting new activities to them
volunteering the library's help with projects and activities

Dovetailing community interests, needs, and resources with the library's resources and limitations is an on-going process, an important bit of groundwork for responsive library programming. Having begun this process, you are ready to experiment.

"Library programs showed that there's more to Barre than people had thought about before".

-- *Karen Lane*
Aldrich Public Library, Barre

Here's a sample survey developed by Deb Ramage, Program Director at Rutland Free Library:

PLEASE FILL OUT A RUTLAND FREE LIBRARY "PROGRAM SURVEY"

1. Do you prefer day time or evening programs? D ( ) N ( )

2. What kinds of programs would you attend at the library? (Please check as many as you like.)

Travel ___	Home Improvements ___	Energy Conservation ___
Literature ___	Art ___	Food/Cooking ___
Sports ___	Family/Cultures ___	Antiques ___
Gardening ___	Animals ___	Nature/Environ. ___
Music ___	Poetry, Drama ___	Science ___
Pre-Retirement ___	Finance, Income Tax ___	Other _____

3. Types of programs that interest you. (Check as many as you like.)

Films ___	Reviews ___
Concerts ___	Lectures/discussions ___
Exhibits with lectures ___	Guest speakers/ readings ___
Workshops ___	Theatre productions ___
Slide presentations ___	Other _____

4. Do you know of any collections that could be used in the library display case?

_____

_____

Contact: _____ Phone: _____

5. What hobbies, sports, crafts do you enjoy doing?

_____

Would you consider doing a demonstration at the library? No ___

Yes ___ Contact: _____ Phone: _____

6. Additional Comments:

_____

_____

_____

Please return the survey by placing it in the "Suggestion Box" on the main desk at the library or by mailing it to: Program Director, Rutland Free Library, Court St., Rutland, VT 05701.

Thank you for your time and interest in filling out this survey.

A regular column like this one from the Barre-Montpelier Times-Argus is a good starting point for gathering information about community organizations.

Club Calendar

MONDAY: Central Vermont Chess Club plays chess Mondays at Montpelier's Vermont Conservatory. 7:30 p.m.
U-32 Alumni meet to elect officers, U-32 High School. 6:30 p.m.
Barre-Tones, a women's singing group, rehearses at Barre Town's Knights of Columbus Hall, Mondays. 7 p.m.
Upper Valley Association for Handicapped Citizens meets, Blue Mountain School. 7:30 p.m.
Italian-American meet. 7 p.m.
Central Vermont Diabetes Support Group meets, Central Vermont Hospital conference room. 7 p.m.
Twinfield Boosters Club meets. 7 p.m.
Calais Historical Society meets, East Calais Recreational Building. 8 p.m.

TUESDAY: Washington County Bridge Club meets Tuesdays at Barre's Tilden House. 7:30 p.m.
Coffeemates meet at Barre's Congregational Church. 9:15 a.m.
VFW Auxiliary #790 meets.
National Council of Senior Citizens meets for FUN Day.
Montpelier LaLeche League meets, 50 Liberty St., Montpelier. 9:30 a.m.
Washington County Extension Service breadmaking demonstration, Manghi's Bread Shop, Montpelier. 7:30 p.m.
Washington County Stamp Club meets at Montpelier's First Baptist Church. 7:30 p.m.

A quick glance at the above two days' events triggers several ideas for programming contacts, such as:

how about asking the chess and bridge clubs to sponsor lessons for novices?
would the women's singing group be interested in a Christmas carolling session in your library?
can the handicapped citizens group provide a speaker?
are people in your community concerned about diabetes?
would the breadbakers be interested in demonstrating their talents at your library?
what about an exhibit of stamps?

Here's a good example of a library cooperating with community groups:

Investment, computer clubs timely new organizations

3 D Addison County Independent, Wednesday, Oct. 5, 1983

Two comparatively new organizations focusing on modern trends, the Investment club of Middlebury and Addison County Computer Enthusiasts, are among the widely varied groups that not only gather regularly in the meeting room at Ilsley Library but also make use of its up-to-date collections for information and instruction.

For the benefit of both club members and a public increasingly dependent on computers, the library has recently purchased a new comprehensive reference work, the "Computer Handbook," which discusses concepts, applications, hardware and software as well as answering any possible questions that may arise about computers.

The avid investor will find his questions answered in the periodical "Value Line," an investment weekly which makes comprehensive evaluations of companies both domestic and international along with prospects and predictions.

Among other organizations using the library meeting room are the Twist-O'-Wool Guild, the Humane Society, Junior Humane Society, Audubon Society, Friends of Ilsley Library, a variety of county service groups and the state CRASH program.

Gift books of wide interest recently presented to the library include an autographed copy of "The Shaping of Vermont" by J Kevin Graffagnino offering a fresh perspective on the formative period of Green Mountain history from 1749 to 1877 through antiquarian printed and manuscript maps. The book was given to the library by the local chapter of the American Association of University Women.

"The Audubon Society Book of Insects," is a vividly illustrated reference book with 156 photographs in full color and should draw the interest of naturalists and of science students at all levels. It was the gift of the local Audubon Society.

New books on gardening and flower arranging have also been gifts to the library this year by the Middlebury Garden Club.

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WHAT BRINGS PEOPLE IN?

Local talent - neighbors, friends, local celebrities

Local subject - grabs attention

Timely topic - needed right then

Unusual/interesting topic - arouses curiosity

Freshness - even an old stand-by can be made exciting

Appropriateness - people should feel there will be something to be personally gained

Quality of program has been publicized

Your library's reliable track record

Effective publicity

Timing correct - no conflicting community events

Cooperative weather

Enthusiastic people who have attended other library programs

WHAT KEEPS PEOPLE AWAY?

Not in the habit of going to library programs

Schedule conflicts

Poor timing - day, date, time

Topic not interesting or interestingly presented

Unaware of program - either through little or no publicity or sketchy publicity

Too many other things to do

Not enough parking, seating, whatever

Transportation problems

Afraid it might cost

Dear Marianne,

It took me forever to get going on adult programming in my first library job. I figured you could put anything over on kids, but adults were too darn critical. They knew too much. Besides what would go in St Albans? I couldn't think of anything sure-fire... and no one at the library had tried adult programming before, so why should I start? We librarians are book people, I figured; leave the entertaining and instruction to Johnny Carson and Julia Child. (And we didn't have money, I was sure, for "extras" like fancy programs.)

Needless to say, I eventually mended my chicken-hearted ways and jumped in. Most of my reasons for holding back turned out to be hogwash-- silly things that didn't hold true. St Albans, and most Vermont towns, are wonderful places to start adult programs in libraries!

Amy Howlett

Who Can Help?

You don't have to be an expert at anything but asking to develop a variety of programs for your library. Lots of groups and individuals can help in some way, and many are right in your community.

Making contact with local agencies, clubs and organizations is a valuable way of spreading the word about your library and its resources, in addition to finding programs and/or accompanying publicity, funding, support, extra hands or ideas. Your town may have only a few bona fide clubs, or it may have hundreds. If it is small, look toward neighboring communities; chances are your patrons have "connections" there. Consider co-sponsoring programs with neighboring libraries.

Clubs, agencies, and organizations could offer speakers, demonstrations, exhibits, or performances. Some have "Speakers Bureaus;" other have developed packaged programs about issues or about the group. Here are some groups you should look into:

Close to home:

- Scouts
- 4-H
- Parent-teacher group
- The Grange
- Police/fire/public works people
- Homemakers' club
- Church groups--women, men, youth, music
- Sporting groups--Snowmobilers, Fish & Game
- Health officer(s)
- Planning Commission

School board

Historical Society

Veterans groups and auxiliaries

Clubs: Service (Rotary, Business & Professional Women)

League of Women Voters

Humane Society

Fraternal organizations (Eastern Star)

School clubs (Future Farmers)

Arts and crafts (Quilters club)

Hobbies (Ham Radio, Gardening)

Environmental groups (Audubon)

Ethnic associations

Agencies (for more detail, see Resource Directory, p.74):

Area Agency on Aging

County Extension Agents (4-H, agricultural, home ec, energy)

Adult learning center

Community arts council

U.S. Government (IRS, Social Security Admin.)

State Government (Fish & Game)

Local mental health organization

Charitable organizations (Cancer Society)

Chamber of Commerce

Armed services

Your community has many individuals who might offer interesting programs as well:

- Ministers
- Teachers
- Bankers
- Lawyers
- Dancers
- Medical people
- Disabled people
- Merchants (hardware, clothing)
- Travel agents
- Letter carriers
- Government officials
- Farmers
- Newspaper people
- Musicians
- Sports enthusiasts
- Writers
- Ski magnates
- Developers
- Truckers
- Grocers
- Real estate agents
- Insurance people
- Computer programmers
- Storytellers
- Veterinarians
- Butchers
- Bakers
- Puppeteers
- Stockbrokers
- Wine distributors
- Actors
- Consumer advocates
- Children
- Pilots
- Model Railroaders
- Artists

"I follow people who check out how-to-do-it books and ask them how it turned out. Then I ask them to demonstrate".

-- *Betty Chalifoux*
Morristown Centennial Library

WHO IN YOUR TOWN HAS...

* taken a trip
* collected something - antique shoes, rubber stamps, old tools, dolls, etc.
* studied an unusual subject or at an unusual location - Pawlet librarian Patty Winpenny had such a good response to her tales of student days in the Soviet Union that she had to hold another session. People wanted more!
* a hobby - from the usual (ham radio, gardening) to the unusual (hermit crabs)
* a craft to share
* an unusual past - lived abroad, worked for the FBI, etc.
* a passion for something - 18th century wallpaper, poodles, etc.
* won an award
* a talent - drama, poetry, etc.
* an unusual (to someone) occupation - florist, truck driver, filmmaker, chemist, etc.
* taken up the study of...- magic, etc.
* knows somebody who knows somebody who...
* researched his/her family tree
* a black belt in karate, or a similar "degree"
* been the subject of a "feature" story in the newspaper
* built a house, a computer, a model airplane, etc.

Don't believe the people who say "we tried it and it doesn't work" until you've tried it yourself.

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Finding Space

"We don't have a meeting room - how can we hold programs?" Some libraries are lucky enough to have a separate room for programs, but many libraries find space right in the library works equally well. Bethel Public Library and others of similar size have held successful humanities reading/discussion programs in the middle of the library - it's cozy. Even Brooks Memorial Library (Brattleboro), which has a meeting room, often holds public programs in the main reading room. This gives the library, its resources, and its services exposure. It also accommodates a larger crowd (over 50 in Brooks' case).

If your library is so tiny that even two people make it feel crowded, here are a few alternatives:

* the lawn
* a neighborhood park
* another public meeting room, like the Grange
* a church
* a school auditorium, gym or classroom
* Town Hall
* a nearby garage or private home
* private businesses, such as banks, may have meeting rooms

The South Londonderry Library's very successful humanities programs have been held for a number of years at the Weston Playhouse. People from a number of towns in the area attend.

If you do hold a program outside the library make sure the library connection is still made. When introducing the program, mention its library sponsorship. Set up a display of materials or arrange for a bulletin board or give-away table with library bookmarks and flyers.

Time

Not easy, not fool-proof, choosing the best time to present a program will, like all other things, depend on any number of factors.

Day or night? With so many adults working, night may be best. On the other hand, if your prime audience is retirees, day may be fine. Sunday afternoon reading/discussion programs work well in Castleton, while Montpelier's Kellogg-Hubbard Library swears by Monday night for the same activity. Films are easiest to see at night, naturally. What else traditionally goes on in your community also should be considered. Libraries in areas where the North Country Chorus is strong know never to schedule events on practice nights. Wells River had real success with Friday Night Happenings since that is the night everyone comes to town to shop and socialize. Observe and experiment!

On wintery evenings the folks in Hinesburg used to say they'd go to Grange "even if they couldn't get there".

-- *Penny Pillsbury*
Northwest Regional Library

Funding Extras

Using volunteers and tapping into the resources and services of agencies is great, but sometimes you may want money to offer something special. A program person from out of town should be reimbursed for travel expenses, at least, and should perhaps receive an honorarium. You should agree on a fee when you make the first arrangements.

Some public libraries have programming budgets that help with occasional expenses. If you need to do extra fund raising, here are some ideas:

*Many Vermont Friends of the Library groups raise money for special items. One made $175 in an afternoon by selling chocolate chip cookies at a Town flea market. Another Friends group traditionally holds a bake sale at the polls on Election Day. In Bennington, the Friends' fund raising efforts have helped pay the cost of film rentals for the weekly series.

*Many libraries have had luck selling useful items, some printed with a library logo or picture. The success of the South Londonderry Free Library's cookbook spurred the trustees on to developing a 1984 calendar with historic photographs from the library's Vaile Collection. The St. Johnsbury Athenaeum sold canvas bags with a beautiful engraving of the library for $10 each. The bags had cost the library $5 each but sold immediately. Similar bags have been sold in Montpelier and Chester.

*A general fund raising appeal may also work. The Brandon Friends go door-to-door annually for money to supplement the library's budget. In Norwich, the library trustees send appeals twice a year in the form of a newsletter sent town-wide. They have also found that a personal letter to previous donors works well. Chester's Whiting Library also sends out a fund raising letter annually.

Whiting Library
CHESTER, VERMONT 05143
875-2277

June 1, 1983

Dear Friend:

At the Whiting Library, our principle goal is to enhance and enrich the community of Chester.

- We have an up-to-date selection of books, expanded by a rotating collection from the regional library. Book and magazine circulation has more than tripled over the past five years, with inter-library loan up by 359 requests.
- We entertain and educate children of all ages with our pre-school story hours, after-school films, Saturday workshops and numerous summer programs.
- We offer public-interest, craft and literary programs for the enjoyment of adults.
- Our computer and printer, gifts of a Chester resident, are available for residents in the community to learn word processing, basic programming and to become computer-literate.

For a small library, we are quite proud of the quality and diversity of our programs. But such services cost money and we are dependent on private contributions for much of our work.

This year, we need to raise $7,500 in order to meet our 1983 budget. Won't you please consider making a tax deductible gift to our annual fund drive? We are enclosing a card for your convenience and we appreciate your support.

Libraries are perhaps one of the most important public institutions in any community. They continue to be the most cost-effective way to inform, educate and entertain our citizens and children. Please help us continue to provide quality library services in our town.

Thank you,

Henry F. Crocker

Board of Trustees,
WHITING LIBRARY.

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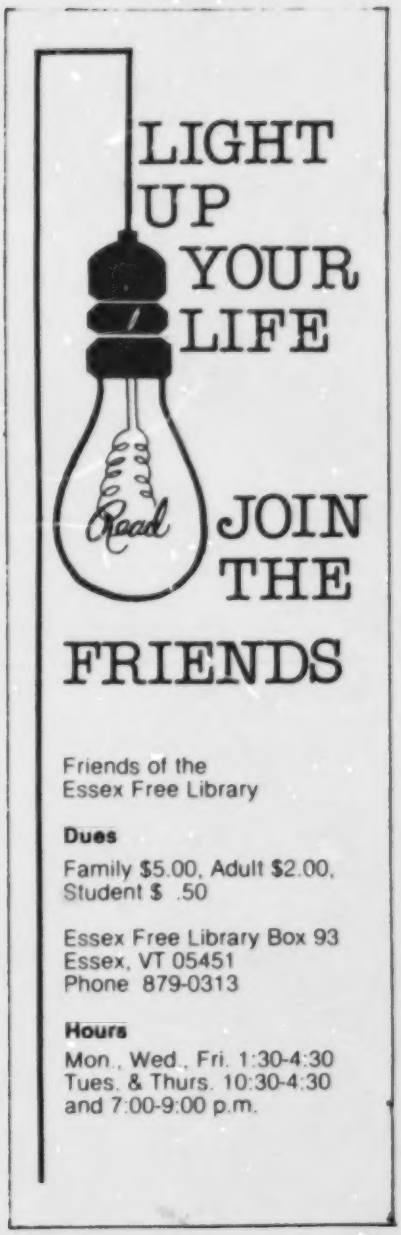

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Library sponsors Sale on the Green

CHESTER, Vt. – The Whiting Library is sponsoring a Sale on the Green, Oct. 1.

Sale items will be second-hand sports equipment and ski clothing. Items will be sold on consignment with the library receiving 30 percent of the proceeds.

For further information contact the library.

* Community service organizations and clubs often look for philanthropic opportunities. Barre's Rotary Club, for example, recently gave the library $5,000 to complete a new gallery/meeting space. Presenting a request for a specific program or project which relates to the group's aims or interests is helpful. If, say, you want to sponsor a series on employment, the local Business and Professional Women's organization might be interested in helping. A winter sports program might receive support from the local snowmobile club.

* Local merchants, realizing that people attending a program at your library might also shop, might be willing to sponsor a program or series. In a small town, you often have the advantage of knowing these people personally. Don't be shy about asking.

* Grants have supported many Vermont public library programs in recent years. Here are a few of the sources that have been used:

VERMONT COUNCIL ON THE HUMANITIES AND PUBLIC ISSUES

Box 58
Hyde Park, Vermont 05655
888-3183
Victor Swenson, Executive Director

The Vermont Council on the Humanities and Public Issues is an independent, grant-making foundation supported by the National Endowment for the Humanities, a federal agency, and by gifts from Vermont businesses and individuals. The Vermont Council awards grants to non-profit groups, organizations and institutions for adult programs, including "Speakers" and "Book Discussion" programs.

VERMONT COUNCIL ON THE ARTS

136 State Street
Montpelier, Vermont 05602
828-3291

Although most of the programs conducted by the Council on the Arts directly benefit the artist, several of its programs can be used by public libraries, i.e. special projects - arts in public places. For complete listings of other grants, programs and services offered, request the Handbook from the VCA.

VERMONT HISTORICAL SOCIETY GRANTS PROGRAM

Pavilion Office Building
Montpelier, Vermont 05602

VHS makes small grants to local historical societies and to individuals for historic projects or programs designed to benefit all Vermonters. As this is a continuing program, applications may be submitted at any time; announcements of grants are made two or three times each year. Criteria for the grants are included with each application.

COMMUNITY EDUCATION FUNDS

Vermont Department of Education
Montpelier, Vermont 05602
828-3131
Lois Rockland

These funds come from the Charles Stuart Mott Foundation, Flint, Michigan. Small seed money grants are awarded to communities which have developed programs in community education. Sharing of resources within a community, i.e. use of public facilities for programs, are encouraged. Public libraries are eligible.

NATIONAL ENDOWMENT FOR THE HUMANITIES - PUBLIC LIBRARY PROGRAM

806 15th Street, NW
Mail stop 406
Washington, DC 20506
(202) 724-0398

NEH is an independent Federal grant-making agency created by Congress in 1965 to support projects of research education and public activity in the humanities. Grants are usually in substantial amounts. The goals of the public library program are:

1. to strengthen library programs that stimulate and respond to public interest in the humanities;
2. enhance the ability of library staff to plan and implement these programs; and
3. to increase the public's awareness and use of a library's existing humanities resources.

Other NEH programs of interest to public libraries are the NEH Youth Grants and the Challenge Grant Program.

Other sources for grants may be found in the Department of Libraries' Foundation Collection, housed at the Reference Services Unit, Montpelier, 828-3261.

* Admission Fees--Beware! The U.S. Department of Education has stated that basic, on-going public library service may not be subject to fees from the residents of the supporting community. Such charges could jeopardize a library's eligiblity for federal funds. In Vermont, this could include most of the Department of Libraries' services to local libraries. Public library programs, quite common nationwide, are considered "basic, on-going services". Some Vermont libraries have offered film programs at a small cost; the federal stance makes this practice questionable and illegal if Department of Libraries films are used.

In addition, if any federal funds were used to pay for the program (such as funds from the Councils on the Arts or the Humanities), the event(s) must be free and open to the general public.

Charges to defray costs connected with the maintenance, care or unique nature of certain materials, rather than "service" fees, are permitted. This means that if your library offers a hands-on demonstration program for which you need to supply the necessary materials (such as food for Chinese cooking lessons), you may charge to defray the cost of those materials. In addition, subtle efforts at soliciting donations may be acceptable, as is selling items like canvas bags or baked goods during a program.

"An influential person is anyone who can persuade another person to do something".

-- *Donald Albano*
Chair, Dover Selectmen
Member, Board of Libraries

Equipment

At this point, you may be saying, "this is great, but our library just doesn't have the money to buy all the right equipment." It may be necessary to borrow things once in awhile, and this is really a good way of increasing community awareness of your library's interests and limitations.

Borrowing for a successful program or series may also make it easier to justify purchase of a piece of equipment. In Richmond, librarian Mary Ann McMaster started offering films during the summer, using a 16mm projector borrowed from a school. Several years later Mary Ann, now more confident as a projectionist, was able to buy a projector for her library.

Schools, particularly, are good sources of equipment such as projectors, extra chairs and tables, videotape and record players, music stands, etc. A little advance notice may spur a cooperative use of public funds.

Churches are also good sources of equipment, particularly folding chairs and tables. Other organizations and places where people gather--senior centers, local clubs, Town Hall, nursing homes, etc.--may also be sources of borrowable equipment. Merchants may also be willing to lend clothes, toys, racks, etc., for displays--what's an exhibit of biking books without a bike? And what better publicity for the merchant than to show his/her bike?

Your library has something to offer in return for borrowed items.

Publicity

Often publicity is crucial to a program's success, for, if no one comes, all your plans will have been for naught.

Good advance publicity will allow people to plan to attend and participate. In addition, publicity can heighten public awareness that your library exists and offers something for everyone and that things happen there. A subtle reminder on a regular basis may eventually get a non-user in. There are many excellent books on library public relations (see bibliography), so here is brief look at the various avenues you may wish to try:

Posters. Eyecatching ways of spreading the word about an event, these can go up all over town. They can be very simple, yet effective, but some care, time and talent are needed to make them look more-than-amateur. For special events, try a large, colorful banner in front of the library or in the center of town.

Flyers and bookmarks. Good handouts to tack on the home refrigerator as reminders, these can be mass-produced at a local "Quik Copy" at reasonable prices. Some time with layout and paste-up using easily-found art supplies is necessary, but flyers can also be mounted on posterboard to serve a dual purpose. Be sure to distribute these items outside the library--at public gatherings, in stores and other community centers, even through schools. A series of programs will especially benefit from having this kind of promotion and reminder.

Newsletters. Several Vermont public libraries publish regular newsletters, including those in Barre, Bennington, Burlington ("Fletcher Flyer"), Rutland ("Sounds and Silence"), Townshend, Thetford, and Greensboro ("The Book Bear"). A calendar of up-coming events is a nice feature. Since library newsletters are most often read only by those interested in the library, you might also

consider getting notices into other newsletters published in your community. Some towns have them, as do many community organizations such as PTOs, churches, clubs, etc.

Newspapers. Send a press release to daily and weekly newspapers at least two weeks in advance. Make sure it is typewritten and covers all of the necessary facts (who, what, why, when, where, how?). A clear black and white picture may be even more likely to get printed. If your library has a regular column in the paper, consider that, again, mostly those who are already interested in the library will read it. A special event may benefit from having a separate press release. It may also be helpful to contact a feature writer at the local paper well in advance if you think she/he might be interested.

Some newspapers have "Calendar" sections often handled by someone other than the news editor, so you may want to send separate notices to this section of the paper. Occasionally, you may want to take out an advertisement to catch the eye. Barre's Friends group generally does for the annual booksale, with results.

Remember the papers for post-publicity, a way of showing people what they missed. Letters to the editor are generally well-read. Vergennes' Bixby Library also had someone write up what happened at reading/discussion programs with such intriguing headlines as "Updike Found Depressing."

Radio/TV. Besides sending press releases to radio stations and notices to "Community Bulletin Boards," consider developing a public service announcement with the Public Affairs Director of your local station(s). Be brave and appear on a local talk show. Broach the subject of broadcasting a library event--concert, performance, etc.--live with the station. More people listen to and watch the media than read the papers, so don't overlook this valuable PR route. Even a press release may intrigue a station enough to send its cameras out.

Exhibits. Tie a display in the library in with an upcoming event, or arrange for a display outside the library--store windows are great.

Personal approaches. Consider written invitations; make phone calls (good volunteer project); send announcements to be read in schools, churches, and other gatherings; arrange transportation from elderly housing; tell patrons at the circulation desk; tell anyone you meet at any time (in lines at the bank, grocery store, movies). If people feel you have taken the time to invite them personally, they will put more importance on the program and feel they have a stake in it. You may find they apologize for not coming!

It takes time get into the habit of thinking of public libraries as places for programs.

A calendar of events can also serve as a good reminder. Here's just half of the Fletcher Free Library's:

FLETCHER FLYER

Fletcher Free Library
235 College Street
Burlington, Vermont 05401
802/863-3403

Hours:
Mon. Wed. [redacted] 9 - 9
Tues. Thurs. Sat. 9 - 5:30
Closed Sundays and
Legal Holidays
Fri. 9 - 5:30

CALENDAR
April

M	T	W	T	F	S/S
		April 1 Storyhour, 1pm; Library Board Meeting, 7:15pm	April 2 Storyhour, 10am	April 3 "Tap Dance Kid" (Y Film) 3:15pm	April 4, Saturday "Wild Birds of Vt." Lecture, Bob Spear, All ages, 2pm
April 6 NATIONAL LIBRARY WEEK!	April 7	April 8 Storyhour, 1pm; Vt. History Lecture, Charles Morrissey, 8pm; Melvin Slide Show, 7 & 8 pm	April 9 Storyhour, 10am	April 10	April 11
April 13	April 14 "American Families" World According to Garp 10 am; FPL Friends Annu. Mtg., L. Carlisle speaker, 7:30pm	April 15 Storyhour, 1pm	April 16 Storyhour, 10am	April 17 "Big Henry & the Polka Dot Kid" (Y Film) 3:15 pm	April 18

BEST COPY AVAILABLE

WINTER FILMS AT THE ALDRICH

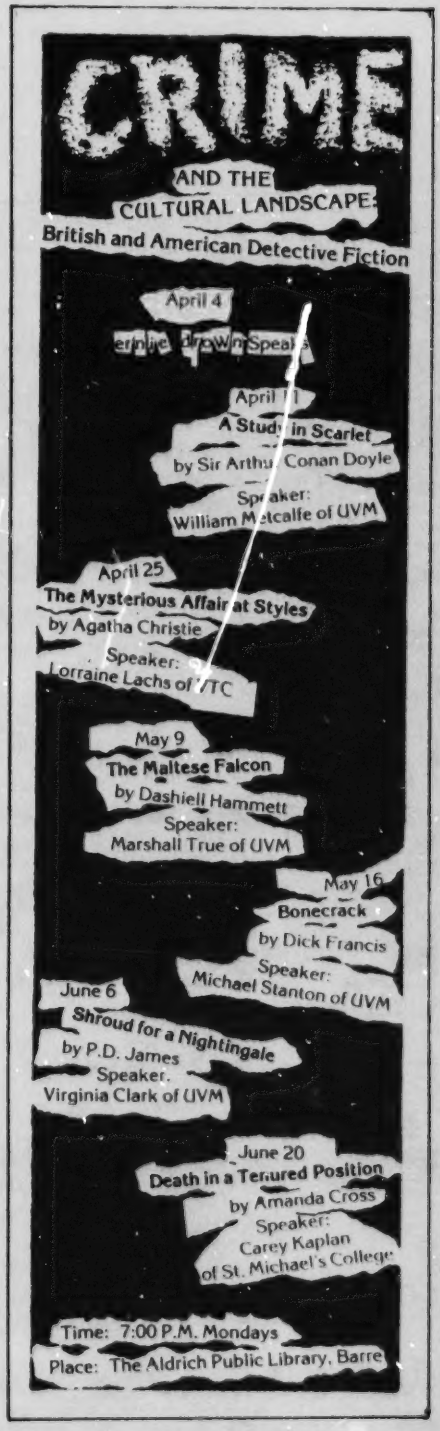
January 17 7 P.M.
Best Boy by Ira Wohl
Speaker:
Richard Hathaway

January 31 7 P.M.
Northern Lights by John Hanson and Rob Nilsson
Speaker: Beth Bates

February 14 7 P.M.
Quilts in Women's Lives by Pat Ferrero
Speaker:
Sharon Anderson

February 28 7 P.M.
The Garden of the Finzi-Continis by Vittorio DeSica
Speaker:
To be announced

March 14 7 P.M.
Last Stand Farmer by Richard Brick
Speaker:
Ted Brenneman



BEST COPY AVAILABLE

A Media Event In Brattleboro

Editor of The Reformer:

Just listening to the radio could not even hint at the magnitude of effort that took place last Tuesday evening at Brooks Memorial Library. As a first-hand observer of the Primary Election Night broadcast originating at the library in Brattleboro, I want to praise all the participants, professionals, amateurs and volunteers for a job well done.

Although the telecast was a bit shaky in its first hour, as the night progressed the production got a lot smoother. Considering the complexity of the behind the scenes effort, that most of the production personnel were volunteers if not indeed amateurs, that it was dependent upon a vast amount of hurriedly assembled communications electronics, computers, teletypewriters, telephone networks, microphones and cameras, it went amazingly well.

In one corner of the library, the Reformer under the direction of George Carvill tabulated election returns with the aid of his newsroom computer and a Datatronics computer. Meanwhile a staff of runners posted the results on a 20-plus foot tote board. In the middle of the library floor, a "portable" video controlroom stole the show for townsfolk who came by to see the live production.

Amid more than eight television monitors, a fancy video switcher videotape and audiotape recorders, four audio mixers and three large studio television cameras, sat David Calef commanding his crew via his headset. Next to him sat Gary Ferguson assisting with cues, then Brian Tkaczyk ably manipulating the video switcher and Joel O'Brien mixing the audio. Meantime the valiant camera crew, all BCTV volunteers, struggled to keep their cumbersome cameras focused on various scenes of interest in the room.

Now as if all that were not enough, another island of tape recorders and telephones were being manned by WKVT staffers busily lining up telephone interviews with candidates around the state.

Finally, at the "head table" in front of all this bedlam sat Larry Smith and Dale Houston, tranquility in a sea of commotion. And off in a far corner sat former Gov. Thomas Salmon and John S. Burgess with guests at the interview table.

Meantime upstairs on the library balcony, political celebrities and or their families sat and watched the proceedings below them on closed circuit television monitors while a "food crew" made sure that the food and coffee table remained well stocked. Quite a party! Quite a media event! And it happened in little old Brattleboro!

Looking down on the studio floor below which had by now totally lost its appearance as a library and seeing all the curious faces peeking in from the Main Street side of the great glass windows, I had to rub my eyes to assure myself that I wasn't back at NBC's old Today Show studio in the RCA exhibition hall storefront at Rockefeller Center in New York.

I asked Meris Eggert what she thought about this late night activity in her library and she answered, "Isn't it exciting?"

Ira A. Wilner
Broadcast Consulting Engineer
Westminster West

BRATTLEBORO REFORMER
BRATTLEBORO, VT.
D. 8,982

SEP 12 1980

New England Newsclip

PROGRAM TIMETABLE

6 weeks before an event:
- Finalize plans - arrange speakers, topics, activities, location, time, equipment needed;
- Decide what displays, booklists to have; Book any films
- Alert staff, trustees, Friends to what's being planned
- Make up shopping list and order any unusual items

5 weeks before:
- Make up booklists
- Design displays and begin to gather materials
- Develop flyers, bookmarks, and other handouts and take to printers

4 weeks before:
- Begin to make posters if doing them yourself
- Talk to speakers, participants to go over plans and define roles

3 weeks before:
- Get necessary biographical data and other information about speakers
- Mention upcoming event to any interested people

2 weeks before:
- Write and send out press releases to papers, radio/TV
- Make contacts for other publicity
- Hang posters, begin handing out flyers
- Estimate attendance
- Do necessary shopping (except perishables)
- Check necessary equipment
- Alert staff, trustees, Friends to any unusual duties
- Begin telling <u>everyone</u> about it

1 week before:
- Call speakers, other participants for last-minute details, ideas, changes
- Decide on room set-up
- Call to invite anyone who might be interested in attending
- Make sure all trustees will attend if possible - have them contact Friends and others who might be interested

day before:
- Shop for perishables
- Set up room as much as feasible
- Arrange displays; gather necessary books, materials
- Make lastminute phone calls
- Write out what's to be said as introduction (use press release for inspiration)

hours before:
- Final room set-up
- Relax! Enjoy!

next day:
- Thank yous
- Evaluation

TYPES OF PROGRAMS...

...CONCERTS... PERFORMANCES... BOOK DISCUSSIONS... FILMS... TRAVELOGUES ... SLIDE SHOWS... DEMONSTRATIONS ... LECTURES... BOOK REVIEWS... EXHIBITS... INFORMAL CLASSES... FILMS ... NATURE WALKS... DEBATES... POETRY READINGS... COMMUNITY FORUMS... MEET THE AUTHOR... CEMETARY TOURS ...HERITAGE FESTIVALS...

How-to-do-its

Programs that show and/or tell how to do things are good ways to expand what you offer in books. Ask local enthusiasts and professionals to share their know-how. It is fun to watch a person doing something while talking about it. If possible, have the person bring a few already finished items to display (one or two objects and a poster make a good advance publicity display, too). Leave it pretty informal so that people will feel comfortable about asking questions, but do offer some introduction of the demonstrator--tell about his/her skill, how long she/he's been doing it, how he/she acquired it, etc. Consider a "hands-on" activity if the person is willing to teach.

Here are just a few subjects that might be covered:

Arts and Crafts

furniture refinishing
chair caning
quilting
candlewicking
embroidery
book mending/binding
dried flower arrangements
wallpapering
photography
winemaking
framing your needlework
woodworking
crafts from junk
rubber stamps
pasteup
musical instruments from found objects
applehead dolls
rughooking
broommaking
basketweaving
kitemaking and flying
Christmas decorations

Around the House

installing a wood stove
car repair
Chinese cooking
pet care
bread making
cake decorating
choosing the family's shoes
choosing toys
recycle your clothes
coordinating your wardrobe
using herbs
making ice cream
dental hygiene
cooking without salt
home insulation
choosing tools
hair styling
planting trees and shrubs
food preservation
playing with children
interior decorating

Fitness and Safety

Crosscountry skiing
Safe driving techniques
Karate
Aerobics
Fireproofing your home
Cardio-pulmonary resuscitation
Scuba diving
Bicycle do's and don'ts

Miscellaneous

Palmistry and other fortune-telling methods
Investing your money/how to read stock pages
Computers in the home
Tracing your "roots"
Collecting today's history for tomorrow

"When I got a personal invitation from my librarian, Alice Bayles, to go fly a kite, I went!".

-- *Donald Albano*
Editor, Valley News

ROXBURY FREE LIBRARY

Tues. 2-4 PM
6-8
Thurs. 2-4

Welcome to the first series of courses offered by the library! You will be recieving a newsletter once every three months with more course offerings. We hope you find these courses exciting and interesting! All are free of charge. We ask that you pre-register at least two weeks before the courses begin. Register at the library, or call Robin Twombly at 485-8956.

Wild Food Identification and Cookery — instructor, Nona Estrin
June 1,8 5-7 PM

Wild food for beginners. Discussions on preparation, preservation, identification including field trips in Roxbury. The last class will be a wild foods dinner, giving students a chance to prepare a dish and exchange recipes.

Spring Wildflowers in Vermont — instructor, Prof. Lauren Howard
May 26 1:00 PM

This class will begin with a slide presentation and discussion in the library. Professor Howard will then lead the students on a field trip in Roxbury to identify Vermont wildflowers.
This course will be followed up by a late summer wildflower class in September.

Wool Spinning — instructor, Betsy Eckfeldt
July 5 6-9 PM
July 12,19,26 7-9 PM

Students will learn to make yarn from a raw fleece. This will include instruction in preparation and carding of the fleece, spinning with a drop spindle and spinning on a saxony wool wheel. All materials will be supplied. The first session will be on July 5th at the library.

Natural Dyeing — instructor, Betsy Eckfeldt
July 22,29 2-5 PM

Students will learn to mordant and dye wool. Includes two field trips to gather plant material for dyeing. At least six different dye baths will be prepared using barks, flowers and plants to produce beautiful colors for your wool. Students should bring a skein of 100% wool, natural or white. Both sessions will be at the home of Betsy Eckfeldt in Roxbury. Any questions on Dyeing and Spinning can be directed to Betsy, at 485-8380.

Herbs: Cultivation and Use — instructor, Cassie LaRiviere
August 5,12,19,26 2-4 PM

What can soothe a cough? Heal an open wound? Help you sleep at night? Make your food taste really gourmet? Herbs can!
In this class students will learn to identify, cultivate, dry and use herbs. Both culinary and medicinal herbs will be discussed.
There will be a field trip to the instructor's herb garden, a trip to the reknowned Adelle Dawson's garden in Marshfield, and an excursion in Roxbury to enable you to identify the healing herbs growing right in Vermont.

WORKING WITH A SPEAKER

Even if you have known a person all your life, developing a smooth working relationship with a speaker for your library can be tricky. Here are a few hints:

* Try to get a preview. Attend a program in which she/he participates to help you decide exactly what you want the person to do at your library. Brattleboro librarian Meris Morrison attends many local art shows and takes notes on artists she thinks patrons will enjoy. Sometimes she asks them to exhibit right then.

* Talk to someone else, especially another librarian, who has sponsored a program featuring this person.

* Develop a clear idea of what you want the person to do--what kind of audience, length of program, physical facility, when. Decide if, how much, and for what the library can pay; or find out his/her fee. Decide what other ways the library will assist or contribute.

* Months in advance, call or meet with the person to discuss what you have in mind, and modify your idea if necessary. Define roles, set the date, determine equipment and help needed.

* Follow this personal discussion up promptly with a confirming letter. Stay in touch. Do what you may have promised.

* A week or two before the program, call the person to make sure all the arrangements are set and mutually understood. Make sure you go over the day, date, time and location of the program (don't assume he/she knows how to get there). Make sure of any equipment that's needed.

* Something that's worked well in Chester and Grafton: invite an out-of-town speaker to dinner before an evening program. This will give you a chance to tell him/her more about the town and the audience. The speaker will also have an opportunity to "warm up".

* After the program, make sure you thank the person in writing and offer feedback (results of evaluation or comments by participants). Ask the person to comment on the program and the arrangements, and give ideas for the future.

INTRODUCING A SPEAKER

During her sweep through the state with book discussion programs, Pat Bates developed these hints for briefly (never over 1-3 minutes) introducing a speaker. They apply to any situation, no matter how informal it is or how well-known the person is.

4 Steps

1. Give title of speech
   doesn't matter if it's printed on program or not - your first words should be title of speech or topic.

2. Why audience could be interested in speech. What does the topic address that will appeal or be important to the audience.

3. Credentials of speaker
   Be careful, selective and discriminating. Find the credentials that qualify him/her to speak on this particular topic that give credibility - knowledgeability. Help make the speaker interesting to the audience.

4. The speaker's name
   However many times you use the speaker's name throughout the introduction the last words you speak are the speaker's name.

Immediately after telling his/her name turn to the speaker and start applauding.

Most common errors:

1) Overdoing credentials.

2) Ignoring reasons audience will find topic of concern or interest.

3) Introductions too long.

4) Lack of enthusiasm
   Dead fish approach doesn't get audience warmed up for the speaker.

5) Telling the speaker his/her name, not the audience.

6) Forgetting to lead applause.

7) Not preparing introduction carefully and creatively.

8) Forgetting you're not the speaker. The star is the other person. Introduce him/her and sit down. The audience didn't come to hear you.

9) Not remembering it's an honor to introduce a person - an opportunity to give the speaker a good beginning to an important occasion for him or her.

Happy Birthday

On September 18, 1882 the **BRATTLEBORO FREE LIBRARY** first opened its doors. We want you to help us celebrate the 100 years of free library service in Brattleboro.

Saturday, September 18, 1982

from 12 - 2 pm Brooks Memorial Library is having a 100th birthday party. There'll be refreshments, movies and crafts for the kids, exhibits and celebrating. Please join us in this special event at the library.

224 Main Street • Brattleboro, Vermont • (802) 254-5290

Brooks Memorial Library

Mad Women In The Attic

All programs held at the Westford Library on Wednesdays at 7:30 p.m.

11/5/80
Jane Eyre

11/19/80
Wide Sargasso Sea

12/3/80
The Yellow Wallpaper

1/7/81
Film - A Doll's House

1/14/81
A Doll's House

1/28/81
Revelations: Diaries of Women

2/11/81
Surfacing

Funded by the National Endowment for the Humanities

"It really is easier to have a few librarians involved in planning and putting on humanities book discussion programs. Publicity takes time, as does arranging chairs, speakers, refreshments. Writing up a grant is easier and fun with the ideas and encouragement of another librarian".

-- *Bobbee Hirsch*
Waterbury Public Library

Book Discussions, etc.

People who enjoy reading often enjoy a chance to discuss what they have read. Having a book in common leads to finding other bonds and enlarges a sense of community for people. What better place to develop this than at the public library.

A bit of history

If your library has sponsored adult programs in the last few years, chances are they have been reading/discussion programs using humanities scholars. These are relatively new, since just five years ago Pat Bates, Program Director at the Rutland Free Library, decided to try something at the library that she enjoyed doing informally--bringing people who had all read the same book together to discuss it. 110 people, ranging in age from 20 to 80, enjoyed that first "Women and Literature" series in Rutland. The programs, funded by a grant from the Vermont Council on the Humanities and Public Issues, covered four books distributed in advance to participants. Every two weeks, people would come together for a presentation by a scholar followed by discussion.

Other librarians were skeptical that people in their towns would be interested in getting together regularly to discuss such books as Middlemarch or Uncle Tom's Cabin or The Summer Before the Dark. But the following year, Pat brought a similar book discussion series to the public libraries in Rutland and Brandon with a combined attendence of 200.

In 1980, a National Endowment for the Humanities grant project directed by Pat and co-sponsored by the Vermont Library Association and Rutland Free Library brought book discussion programs to a great number of Vermont communities. Libraries in towns as small as Westford, South Londonderry, and East Calais experienced the same success as those in Rutland and Brandon. At the same time, libraries in other Vermont towns such as St. Albans, Morrisville, and Marshfield were offering

equally successful reading/discussion series.

The number of libraries offering this type of program has grown steadily. In 1983 alone, 37 Vermont public libraries sponsored such series.

What's Available Now?

The Vermont Council on the Humanities and Public Issues is eager to continue funding library book discussion programs and has earmarked 25% of its 1983 funds for this purpose. Perhaps easiest for the beginning library programmer are the "packaged" book discussion programs. Nine series that have been tried and true in other Vermont libraries are fairly easy to organize and conduct; the grant application process has been streamlined. Each series has a theme, such as "The Restless Spirit" or "Crime and the Cultural Landscape," which is developed over six or seven programs. The Vermont Council supplies multiple copies of the books and a list of scholars for libraries to contact to lecture and lead the discussions. For more information, contact Michael Bouman at the Council (888-3183) for "About Books and People," an information packet. Here's a sample of one series (taken from the Council's "Calendar"):

> "Images of New England," a series on our regional heritage from the seacoast to the Green Mountains. Sponsored by the Grafton Village Library. Books are available on loan two weeks before each program.
>
> GRAFTON 7:00 p.m. 875-3562 Events to take place at the library
>
> | | |
> |---|---|
> | September 21 | Keynote speaker Jere Daniel gives a general survey of attitudes throughout the New England Region, with a special emphasis on Vermont the Myth, vs. Vermont the Reality. |
> | September 28 | Geraldine Pittman de Batlle discusses Summer |
> | October 12 | Addison Merrick discusses Green Mountain Farm |
> | October 26 | Peggy Sadler discusses Pembroke |
> | November 9 | William Warnken discusses The Scarlet Letter |
> | November 23 | Martha Jane Rich discusses Chain Saw Dance |
> | December 14 | Jere Daniel discusses The Dogs of March |

In addition to the "packaged" book discussion programs, libraries are urged to develop proposals for original book discussion series (that's how the "packages" came about). Planning grant funds are also available, so that a librarian with an idea can bounce them around with a committee of community members and humanities scholars. This way, you'll be able to focus on a topic and develop meaningful programs around it.

> "Fantasy, Myth and Reality," a new book discussion series presented by the Bixby Memorial Library in Vergennes, looks at the effects of fairy tales, cultural myths, and the confusion of these three elements in everyday life.
>
> Vergennes 7:30 p.m. 453-3306 Events to take place at Bixby Library
>
> October 3 Thomas Smith discusses The Lion, the Witch, and the Wardrobe
> October 24 David Littlefield discusses The Once and Future King
> November 7 Kenneth Rothwell discusses the play, "A Midsummer Night's Dream".
> November 21 William Haviland discusses Clan of the Cave Bear
> December 5 Ken Smith discusses The Great Gatsby

Other humanities programs

If you are hesitant to plunge into a book discussion series, for whatever reason, you might still consider offering other humanities programs. 32 excellent speakers programs are available through the Vermont Council on such topics as environmental law, Victorian homes, Vermont folk art, and Greek drama. A simple application/letter is all that's necessary.

If there is an issue you feel needs community attention, your library can also develop an original humanities grant proposal for submission to the Vermont Council. Several years ago, Brooks Memorial Library (Brattleboro) held a series of film/discussion programs around the theme "Images of Love". This year Chester's Whiting Library is sponsoring "Perspectives on the New England Landscape." This lecture/discussion series explores how our specific cultural heritage has contributed to our perception of the environment, our analysis of problems, and our processes of decision making. Here is the schedule (again taken from the Council's "Calendar"):

47

M A N A N D N A T U R E

"Perspectives on the New England Landscape," a lecture/discussion series being sponsored by the Whiting Library in Chester, will explore how our specific cultural heritage has contributed to our perception of the environment, our analyses of problems and our processes of decision making. Lectures will focus on attitudes towards land ownership, stewardship, problems of governance and effects of widespread distancing from land and sources of production. Call Sally Anderson, 875-2604 for more information.

CHESTER 7:30 p.m. Lectures to take place at the Whiting Library

September 27	John Elder, Middlebury College, discusses the possibility of a new environmental wisdom growing out of the despoliations of our past and present in the context of the landscape and history of Vermont.
October 4	Robert Churchill, Middlebury College, discusses land use in relation to people and the environment.
October 11	Robert McGrath, Dartmouth College, discusses past attitudes and artistic perceptions, and how they are part of the present.
October 18	Michael Hooker, Bennington College, relates classical philosophical theories to contemporary ethical problems concerning the environment.
October 25	William Haviland, UVM, discusses the critical nature of the relationship between culture and nature.
November 1	Carl Reidel, UVM, and Jean Flack, UVM discuss land/resource patterns.

Do-It-Yourself Discussion Programs

Some Vermont public libraries have sponsored informal book discussion programs in which participants select their own books and share the responsibility of illuminating the books for themselves. This method has been successful in Townshend and Reading. Other libraries (Chester, for one) have used books from the "packaged" humanities programs without scholars, with the librarian or an interested patron leading the discussion. Some librarians who have been to both do-it-yourself book discussion programs and ones with humanities scholars have mentioned that the scholar brings valuable perspective and knowledge to the program. Others feel the lack of structure keeps the "living room of the community" aspect of the library intact.

TIPS FOR DISCUSSION LEADERS

1. CREATE A CONGENIAL ATMOSPHERE. Your initial comments and actions will, to a great extent, determine the climate of the entire discussion.

2. SHOW RESPECT FOR THE OPINIONS OF ALL the participants without evaluation or criticism. Redirect members' questions to the group rather than trying to answer.

3. LISTEN ACTIVELY TO THE COMMENTS of all group members. Let the participants see, by your example, the importance of active listening.

4. AID the group in EXPLORING gray areas or complicated ISSUES BY DRAWING ON OPINIONS.

5. GUIDE THE DISCUSSION allowing it to rest from time to time on focal points.

6. ALLOW DEVELOPMENT of the topic to PROGRESS normally REMAINING FLEXIBLE enough to formulate new questions as it moves from one phase to the next.

7. CAPITALIZE ON the interests exhibited by members. Follow with questions they can answer from experience.

8. Most issues are multi-faceted. GIVE EQUAL TIME to all sides.

9. WATCH body language FOR REACTIONS and make special effort to give those showing readiness to speak the opportunity to do so.

10. GIVE EVERYONE A CHANCE to express himself or herself.

11. DECIDE WHEN and how far to ALLOW DEPARTURE from the topic. Practice your decision fairly and firmly.

12. EXAMINE OPPOSING POSITIONS. Disagreement is valuable to a good discussion. Build on it.

13. SUMMARIZE the discussion mentioning 1) any conclusions drawn by the group, and 2) those points not fully explored as members may wish to reserve for special study or committee work.

14. EVALUATE in terms of progress, areas of strong agreement or disagreement, individual participation, changes in attitude, and roles of participants.

* * *

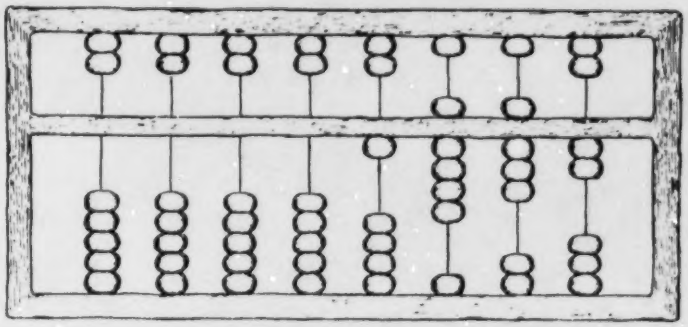
Developed by Pat Bates, 1980

The WHITING LIBRARY

presents

A Seven Part Series

APPROACHING THE COMPUTER AGE



at The Chester-Andover Elementary School Library

Tuesdays, September 28 through November 9

3:00 P.M.

and

7:30 P.M.

Funded by The Vermont Council on the Humanities and Public Issues

Film Programs

Many Vermont public libraries have had high success with film programs for children; some have had equal luck with family or adult films. Frank Woods, Audio-Visual Services Consultant for the Department of Libraries, is eager to help librarians with this exciting, interesting programming medium. He recently shared these thoughts:

MARIANNE: Several people have mentioned that film programming is difficult. This surprised me because it seems so easy.

FRANK: Some librarians have been disappointed by inconsistent or unpredictable turnouts. This may be because there is growing competition from similar visual media--TV, cable, video movies and the traditional movies in theaters. The public generally views film as an entertainment medium, but public libraries have the unique opportunity to provide films as something else, something more.

M: Are you referring to documentaries?

F: Yes, in the sense that they are informative. But there are a variety of excellent films that entertain by broadening our understanding, our view of the world, or by inspiring, or by giving pleasure as another art form, or by stimulating discussion. As we have seen, public libraries provide a unique forum for community discussion of issues and ideas. Films can be powerful generators of discussion. Certainly no one can watch MORE NUCLEAR POWER STATIONS, for example, and not feel an urgent need to talk about it. Watching a high-quality film is usually not a passive experience, as television can be.

M: What else can librarians use film for?

F: They can integrate films with other activities or use them as informal life-

long learning experiences. A speaker or demonstration may be greatly enhanced or illuminated with a related film. QUILTS IN WOMEN'S LIVES springs immediately to mind as something that would go well with displays, speakers, discussion, and how-to-do-it programs. Browsing through Maureen Gaffney's book What to Do When the Lights Go On, while directed at children's librarians, might well trigger ideas for adult activities in conjunction with specific films. There are also any number of films available on nonfiction topics such as sports, travel, health, history and much more.

M: What factors should librarians consider when choosing films for adult programs?

F: The overall intent of the program, first, as well as the intended audience. Consider too the running time in light of other activities you want to plan. While most people can sit and watch a film for two hours, they will probably want to go home immediately thereafter--or at least get up and stretch--rather than discuss what they saw. If you want to stimulate discussion, films between about 20 minutes and an hour or so should be your aim.

M: Where can people get 16mm films?

F: Renting films broadens considerably the range of films that can be shown (see Sources of Film Rentals, p.52). The Friends of the Bennington Free Library have had several film series using rentals. But libraries with low budgets can get free films from a number of agencies, including the Department of Libraries.

M: There is a heavy demand on the DOL film collection. How can librarians be sure to get the exact film they want? How far ahead should they plan?

F: The DOL and North Country Libraries Film Coop. collections which my unit circulates are in high demand, particularly the children's films. But it is not impossible to get the exact title you want. The key is to plan far enough in advance to

be able to book the films early. Three months ahead is a minimum and six is even better. Librarians should alert the AV unit that they are planning a special program or series. They might offer some alternative dates and ask for suggestions for substitute films. We are constantly receiving new films not yet listed in our catalogs, but which might be as good or better than the films requested. We are always happy to give recommendations or to tell librarians where a film under consideration will be shown so that they might preview it. The DOL and NCLFC film catalogs contain a lot of information about booking films.

M: Are there other keys to a successful film program?

F: A dark, quiet room and reliable equipment help! If you are programming features or feature-length documentaries on two or more reels, using two projectors sounds like a luxury but greatly aids continuity. The switchover takes a little practice but the reward can be a relatively smooth, uninterrupted program that seems quite professional.

M: That sounds complicated...

F: A lot of panic can be erased by taking some time to set the equipment up well in advance. Always set up before an audience arrives so that you can work out any bugs - check the sound, the picture and the focus. This way you can start on the first frame, not on the countdown. It's time well spent.

Putting a film into a context is also very important. Introductory remarks need not be long, but they can point out themes and filmmaking techniques that will aid discussion later on or enhance the viewing. Also important is advance publicity--posters, news stories, etc. If the film titles don't speak for themselves, brief notes may be needed to get people interested.

M: What ever happened to "Speaking of Films" by the way?

F: In 1981, the Vermont Library Association received a grant from the Vermont Council on the Humanities and Public Issues to purchase documentary films and to fund accompanying humanities scholars to illuminate the viewing. Program packages called "Speaking of Films" were developed, but the grant period is over. However, the Department of Libraries now owns the six films which continue to be thought-provoking and stimulating. They include BASIC TRAINING, KARL HESS: TOWARD LIBERTY, THE LIFE AND TIMES OF ROSE THE RIVETER, MORE NUCLEAR POWER STATIONS, RUNNING FENCE, and YUDIE (for annotations, see News, June, 1983, p. 7). The University of Vermont's Instructional Development Center also owns a much larger quantity of similarly discussable adult films, which are available to libraries on a rental basis.

FILM PROGRAMMER'S CHECKLIST

You will need:

An experienced projectionist

16mm projector in good working condition

Spare bulbs and screwdriver(s) to change them

Flashlight

Utility extension cord and three-prong adaptor

Screen or reasonable facsimile (window shade, white wall, white cloth - be sure image fits it)

Cart or table to put projector on

Chair in front of screen to put speaker up off the floor

Take-up reel(s)

Masking tape to keep people from tripping over cords

Alcohol and swabs for cleaning film gate and threading path

Film catalogs

You should:

Preview the film - make sure it is in good condition and what you ordered; discover anything that might be used to introduce the film ("this is the cinema verité style," "this has subtitles," etc.)

Consider developing related displays and/or booklists

Introduce the film - use this opportunity to say a word about the library, too

Make sure someone stays with the projector while it's running, just in case...

Offer a chance for discussion between reels or after screening

Thank people for coming and alert them to upcoming events

SOURCES OF FILM RENTALS

Audio Brandon Films
34 MacQuesten Pkwy. No.
Mount Vernon, NY 10550
(914) 664-5051
(800) 431-1994

Krasker Memorial Film Library
Boston University
565 Commonwealth Ave.
Boston, MA 02215
(617) 353-3272

Budget Films
4590 Santa Monica Blvd.
Los Angeles, CA 90029
(213) 660-0187

Cinema 5
1500 Broadway
New York, NY 10036
(212) 354-5 15

Clem Williams Films, Inc.
2240 Noblestown Rd.
Pittsburgh, PA 15205
(800) 245-1146

Films, Inc.
733 Green Bay Rd.
Wilmette, IL 60091
(800) 323-1406

First Run Features
144 Bleecker St.
New York, NY 10012
(212) 673-6881

Kit Parker Films
1245 Tenth St.
Monterey, CA 93940
(800) 538-5838

Museum of Modern Art
Dept. of Film
11 W. 53rd St.
New York, NY 10019
(212) 956-4205

New Yorker Films
43 West 61st St.
New York, NY 10023
(212) 247-6110

Swank Motion Pictures
220 Forbes Rd.
Braintree, MA 02184
(617) 848-8300

Syracuse University
Film Rental Center
1455 E. Colvin St.
Syracuse, NY 13210
(315) 423-2452 / 479-6631

Tricontinental Film Center
333 6th Ave.
New York, NY 10014
(212) 686-9897

Twyman Films
4700 Wadsworth Rd.
Dayton, OH 45414
(800) 543-9594

United Artists 16
729 Seventh Ave.
New York, NY 10019
(800) 223-9033

University Center for Instructional
Media and Technology
University of Connecticut, U-1
Storrs, CN 06268
(203) 486-2530

University of Illinois
Film Center
1325 S. Oak St.
Champaign, IL 61820
(217) 333-1360

University of Vermont
IDC Media Library
Ira Allen Chapel--Lower Level
Burlington, VT 05405
(802) 656-2970

VT

Vision Quest
Box 206
Lawrenceville, NJ 08648
(609) 896-1359

Walter Reade 16
241 East 34th St.
New York, NY 10016
(212) 683-6300

Wholesome Film Center
20 Melrose St.
Boston, MA 02116
(617) 426-0155

More distributors are listed in The Film programmer's guide to 16mm rentals, 7th ed. (Bowker, 1982), comp. and ed. by James L. Limbacher. This valuable source lists non-educational films by title and includes length, type (silent, color, foreign, etc.), and price of rental for rentals of feature films on 8mm, 16 mm, and videotape.

IDEAS FOR FILM SERIES

Novels made into films - Bennington Free Library has had success with this theme

Film Classics - BIRTH OF A NATION, etc. - both silents and "talkies"

Alfred Hitchcock - and other famous directors

Vermont filmmakers

Famous artists - PICASSO, MARY CASSATT, etc.

Prize winners - Oscars and others

Humphrey Bogart - Barre's Aldrich Public Library sponsored a series of this actor's best - you can also pick another star like Cary Grant

History/biography

Avant-garde (for their day) - both English-speaking and foreign

Vermont--Yesterday, Today, Tomorrow

Detective stories

The Western

Wildlife/nature

Faces of war - This has proven effective at Fletcher Free Library (Burlington), according to Amber Collins

Current affairs - include AMERICAS IN TRANSITION, EDGE OF SURVIVAL, RACE TO OBLIVION, BOOKS UNDER FIRE

Vermont public libraries may also borrow several film series owned by the North Country Libraries Film Coop. Contact the Department of Libraries Audio-Visual Services Unit, 828-3271, for more information on:

ALFRED HITCHCOCK (5 films)
THE AMERICAN SHORT STORY (19 films)
CONNECTIONS (10 parts)
EIGHTEENTH CENTURY LIFE IN WILLIAMSBURG (3 parts)
THE NORTH AMERICAN INDIAN (3 parts)
PROFILES IN COURAGE (4 films)
SAGA OF WESTERN MAN (4 films)
THE SEARCH FOR THE NILE (6 parts)
THE SIX WIVES OF HENRY VIII (6 parts)
THE SPOILS OF POYNTON (4 episodes)
TOM BROWN'S SCHOOL DAYS (5 episodes)
THE UNDERSEA WORLD OF JACQUES COUSTEAU (7 films)
WHITE WILDERNESS (3 parts)
THE WORLD AND WORK OF THE AMERICAN CRAFTSMAN (4 films)

Images of Love: A Series of films and stories aimed toward an illumination of love, marriage, romance and friendship through the ages.

Preregistration is encouraged as there is a limit of 50 participants for the series. Singles and couples are invited. Please try to commit yourself to the whole series, for group discussion and continuity.

Friday at 7pm

The Films:

Sept. 19 *Wuthering Heights*

Laurence Olivier and Merle Oberon scale the peaks of romance, suspense and dramatic intensity. This 1939 film is set in the forboding Yorkshire moors in the early 19th century. This magnificant production of Emily Bronte's novel is a classic love story for all time.

Sept. 26 *Blue Angel*

Marlene Dietrich and Emil Jannings are directed by Josef von Sternberg in this 1930 story of a respectible, somewhat stuffy teacher who falls under the spell of the beautiful singer, Lola-Lola. This love causes him to lose his job; his marriage to Lola-Lola only furthers his tragic decline and loss of self-respect. A vivid and realistic portrait of pre-Hitler German society. In German with subtitles.

Oct. 3 *Scenes From A Marriage*

Liv Ullmann, Erland Josephson, and Bibi Andersson present one of the truest, most luminous love stories ever made. A masterpiece of intimacy, wisdom and intelligence. Asks the question everyone has either faced or refused to face: Is it better to hide away in a relationship because it is comfortable and easy, or is it better to accept growth and change even though it is painful.

Directed by Ingmar Bergman, Swedish with English subtitles, 1974.

Oct. 3 *A Doll's House*

Claire Bloom, Anthony Hopkins, Ralph Richardson perform Ibsen's play with amazing relevancy. After eight years of marriage and three children, Nora Helmer's domination by a husband who considers her a mere plaything has become too much for her to bear.

Oct. 17 *Hester Street*

This is the story of a Russian Jew who finds his way to America ahead of his wife. He quickly becomes assimilated and, in the process, enchanted with another, more modern woman. His wife arrives, steeped in the manners and customs of the old country. How the problems of the couple are resolved makes for a most humorous and charming story. 1977.

Oct. 24 *Swept Away*

Lina Wertmuller's foray into the class struggle explodes into a fierce battle of the sexes that is as witty as it is wise, as ferocious as it is funny. 1975.

Oct. 31 *Harry and Tonto*

Art Carney plays a 72-year-old retiree who goes on a cross-country journey with his cat on a search for his personal identity. A witty, winning comedy. 1974.

Nov. 7 *Julia*

A true story of loyalty, courage and love, **Julia** is Lillian Hellman's tribute to her remarkable friend and childhood idol. With two superb actresses in their finest performances—Jane Fonda as the gritty, determined Lillian whose one great fear is of being afraid; Vanessa Redgrave, solemn, charismatic and overwhelmingly beautiful, as Julia, this is an unforgettable film experience. 1977.

The Stories:

Love Stories, ed. by Martin Levin
(an anthology of major writers)

The Symposium, by Plato

Books will be loaned to participants during the session. Reading lists will be distributed.

The Themes:

Love vs. Freedom; Attraction of Opposites; Impossible love due to society limits; Duty to Love; Love and Pride; Stages of Marriage; and Love as a vehicle to moral excellence.

Discussion Leaders:

Neil Weiner, Philosophy Dept., Marlboro College.

Nancy Calicchio, English Dept., Putney Grammar School.

Jeff Campbell, Prof. of Religion and Ethics, Putney School.

Elaine Weiss, Freelance writer. Published in Smithsonian, New York Times, Christian Science Monitor. Just completed stay at the McDowell Colony in Peterborough, where she was working on a book.

Meris Eggert, Library Director, Brooks Library will act as host to the sessions.

Cost:

Free. Partially funded by a grant from the Vermont Council on the Humanities and Public Issues.

Also approved for credit through Community College/Brattleboro Campus. Call 254-9781 for details.

Registration Form

Please sign up for session, a committment to the 8 weeks is requested. Call 254-5290 or send in this form.

NAME: _____

ADDRESS: _____

PHONE: _____

IMAGES OF LOVE

A free series of films, readings and talk about love.....

BROOKS MEMORIAL LIBRARY
Friday Nights at 7 pm
Sept. 19th - Nov. 7th

Partially funded by the Vermont Council on the Humanities.

Limited Seating—
To Register Call BML at 254-5290

BEST COPY AVAILABLE

THURSDAY MOVIES

JANUARY 8	HUMOR AND SPORTS CONBINED IN "A FATAL GLASS OF BEER" "FOOTBALL FOLLIES" "COPING WITH LIFE ON THE RUN" "CANADIAN WINTER SPORTS"
JANUARY 22	RESOURCEFUL VISUAL ARTISTS " GEORGIA O'KEEFE" "PICASSO"
FEBRUARY 5	TOUCHING SHORT STORIES "BERNICE BOBS HER HAIR" "JOLLY CORNER" "PORTABLE PHONOGRAPH"
FEBRUARY 19	WONDER OF SKIES IN "THE MAKING OF STAR WARS" "SKY DIVE!"
FEBRUARY 26	CAINE'S FESTIVAL WINNING FILM "NORTHERN LIGHTS"
MARCH 5	WILDLY FUNNY ALEC GUINNESS IN "THE LADYKILLERS"
MARCH 12	COLORFUL TRAVEL IN "GARDENS OF SAN SIMEON" "ALBRIGHT KNOX:A VIEW OF TIME" "FRENCH GARDENS"

RUTLAND LIBRARY SHOWINGS AT 7:00p.m.

FOR A COPY OF THIS FILM LIST, PLEASE STOP IN THE LIBRARY OR CALL 775-4600.

OTHER IDEAS FOR AUDIO-VISUAL PROGRAMMING

Filmmaking - Many Vermont librarians have had success with workshops for children, including Cathy Wood at Montpelier's Kellogg-Hubbard Library. Adults may well enjoy making a variety of films and screening their creations publicly, too.

Home movies - old high school graduations and other public events, or patrons' travels might be popular. These may be 8mm or super 8mm films, so you may need other equipment. Home video equipment may also become more widespread. What about a workshop on making home productions more professional looking and interesting?

Slide shows - Bridgewater Public Library has held many programs based on residents' travels during the winters.

Record or tape concerts - play your latest acquisitions or highlight areas of your collection.

Videotape - Is your local school involved in this and would the teacher be interested in a public showing? If people are interested in buying home equipment, would a local merchant or expert be interested in discussing what to look for and the various types available, or being developed?

Cable TV - This presents untrod ground so far for Vermont libraries, except in Brattleboro where the Brooks Library has become "Election Central" for the past few falls. The technical work was done by the local cable company, but Brooks' staff has experimented with childrens' programming and spot announcements on cable TV.

Oral history - Several libraries including Williamstown and Marshfield have conducted taped interviews of people in town. They now circulate the cassette tapes.

Displays

Busy people who may not be able to attend a special event may still find time to run into your library for an on-going display or exhibit. Local treasures and creations may bring people into your library out of curiosity or out of loyalty to the owners or creators. An exhibit of someone's handiwork may lead to a program, and you can also schedule related programs such as films or speakers with displays.

Many libraries have display cases and schedule monthly displays. Lois Noonan of the Bixby Library keeps her ears open to people in Vergennes who collect and make things. People who see the displays sometimes volunteer their own or others' items, and on occasional "empty" months Lois brings in things from her late husband's many collections.

If your library does not have a case and security is not a concern, objects can be displayed on shelves, tables and walls. A bulletin board or easel can also be used.

Here are a few ideas to try. For sources, check the "Who in your town..." list.

Paintings, drawings, sculpture by local artists

Photographs - by artists and journalists, from local historical collections, from residents of the community

Student art work - this brings in parents

Crafts - hooked rugs, crewel, decoupage, candlewicking

Antique post cards

Stamps, coins

A collection - cruets, salt and pepper shakers, butterflies, pigs

Dolls

Teddy bears - "Share Your Bear" was popular at Midstate Regional Library

Souvenirs from a trip

Unique books - first in the library's collection, different editions

Artifacts from the local historical collection

Things made at library programs

Suggestions for Christmas giving - books, even

Educational toys

Bookmarks - perhaps an accumulation of things found in library books

Creative writing, poetry

How to make an...(...applehead doll, folded star)

Local products of yesterday and today

Energy-saving devices

Finally, does your library have a policy which covers responsibilities, security, and content of displays? Brooks Memorial Library (Brattleboro) has developed a comprehensive one.

If no one has said you specifically can't do something, assume you can.

Series to Try

A group of programs centered around a theme and held over a period of time can offer an opportunity to provide some meaty, different events. Having programs spread over some time allows word-of-mouth publicity to spread and a good audience to build. Here are a few suggestions:

Books: Behind the Scenes

* invite local authors, illustrators, and publishers to discuss their experiences
* ask a bookstore owner to discuss the business (parallel this with a librarian's own world)
* kick off a creative writing workshop series
* show and discuss BOOKS UNDER FIRE, a film about censorship
* ask a literary agent to discuss his/her career

The World of Work

* sponsor a "dress for success" fashion show
* have a series on "what it's like to be..." - ask people in different fields (barber, bartender, veterinarian) to discuss their backgrounds and experiences
* Sponsor speakers in:
  - job hunting skills (discuss this with your local Jobservice manager)
  - surviving interviews
  - résumé writing
  - learning alternatives
  - working at home
* display library resources for job seekers
* show films on women in the work force, like WHY NOT A WOMAN?

Television in our Lives

* hold a panel discussion including a person from the media, a teacher, a parent, and a psychologist. Topic: the effects of TV on us all
* hold a TV repair clinic
* present alternatives - books, storytelling, films, activities, clubs
* display books turned into TV shows
* ask someone connected with TV to forecast future developments in the industry and technology

Getting Ready for Retirement

Co-sponsor a series of speakers with your local Area Agency on Aging or senior center. Possible topics:

* insurance (invite an agent)
* taxes (the IRS can help)
* wills (find a local attorney)
* nutrition (ask a dietician)

* fitness (include the Town recreation director)
* travel on a budget (ask a travel agent)
* getting along with grown-up children (contact your local mental health organization)

International Cooking

Find natives of different countries, interested gourmets, or people who have traveled and like to cook to demonstrate. End the series with a money-raising "Dinner in the Stacks"

Winterizing Yourself

* offer a series of how-to-do-its on roofing, insulation, alternative energy, putting your garden to bed, making bird food
* display ideas for keeping warm: underwear, hot chocolate, Caribbean travel books
* ask a skier or local sporting goods store to demonstrate getting winter sporting gear ready for winter
* find a nature-lover who will discuss winter camping and hiking
* show the film STOCKING UP

Travel

* show a series of travel films (there are many in the Department of Libraries catalog)
* present slides of patrons' travels. This has been very successful in Bridgewater
* arrange for a cruisewear fashion show during the winter
* ask your police chief to discuss how to keep your home burglar-proof

Keeping Fit

* show the films FIT TO BE YOU, DIET FOR ALL REASONS and/or HOLISTIC HEALTH
* ask a gym teacher, dance instructor, or recreation director to demonstrate exercises
* display your diet, health, and exercise books, including Jane Fonda's Workout Book (currently vying with The Bible for all-time best seller)
* find someone who will talk about how to get the best fit in running shoes

The Changing Faces of our Town

* put together a panel of local people, including planner, historian, farmer to discuss local issues--make sure the moderator is strong and unbiased
* show and discuss a film like LAST STAND FARMER or BEN'S MILL
* read and discuss Carol Bly's Letters from the Country (Harper, 1981 or something similar)
* put together a display of photographs showing the Town

* arrange for a speaker on the subject through the Vermont Council on the Humanities and Public Issues "Speakers Program"
* begin an oral history effort

The Computers are Coming!

* sponsor a course on BASIC programming
* ask a home computer enthusiast to demonstrate what a computer can/can't do and how she/he uses it
* ask your local principal to talk about how computers are and will be used in the classroom
* find a skeptic to offer a counterbalance on the impact of machinery on our creative and problem-solving processes
* offer a chance for adults to get their hands on a computer, even just to play Pac-Man

Romeo and Juliet

Explore the many forms the story has taken through

* a scholarly introduction to the origins of the story
* reading and discussion of Shakespeare's play
* screening the film produced by Franco Zefferelli
* reading and discussion of novels or stories with similar plots
* screening the film version of West Side Story
* a record concert of the Tchaikovsky ballet or screening a film version

What's Funny?

Present the many facets of humor through:

* reading the poetry of Ogden Nash, Dorothy Parker, etc.
* developing a list of books with happy endings
* playing recordings such as Mark Twain Tonight (Hal Holbrook) or The Commencement Address (Francis Coburn)
* displaying your hardest-to-find books, the 817's
* sponsoring early Mack Sennett films or having a Chaplin Film Festival

Science as Literature

Scholars may lend much to reading and discussion of such popular books as:

Lewis Thomas - The Lives of a Cell
J. Bronowski - The Ascent of Man
Carl Sagan - Cosmos or The Dragons of Eden
Rachel Carson - Silent Spring
Donald C. Johanson - Lucy; the Beginnings of Humankind
Charles Berlitz - The Bermuda Triangle

It takes time to build an audience.

Miscellaneous Ideas

* Install a telephone answering machine and offer a weekly recording of community and library events.

* Maintain a calendar of community events at the library. Publicize it widely among clubs in town as a way to avoid conflicts. This will help in scheduling library events, too.

* Set up exchanges - coupons, patterns, seeds, buttons, garden produce, cookie recipes, jigsaw puzzles - much like library paperback book exchanges.

* Compile a "survival manual for parents" by soliciting suggestions of activities for young children, including favorite books, from patrons.

* Try a "stump the librarian" contest to highlight reference services. Challenge patrons to ask you a question that you can't answer within a given period of time. South Burlington Community Library staff had success and fun with this. If your library is small, cooperate with area school and public librarians.

* Make a "dining out" notebook. Collect menus from area restaurants. Or clip restaurant advertisements from the newspaper, paste them on paper, and invite patrons to comment.

* Dress up as a storybook or historical character for special events.

* Decorate and ride in a library float in your town's Fourth of July parade. Morrisville librarian Betty Chalifoux finds an activity more eye-catching; she throws candy to the crowds.

* Sponsor contests and give prizes (books, a day as librarian, a library T-shirt). Jane Philpin in Reading has invited patrons to guess how many peanuts are in a big jar for a mystery prize. Another year, she offered a free "Book Bug" pin to the first 40 people who could correctly recite the library's hours.

* Invite business people in town to coffee at your library and review books of interest to them. Do the same for teachers and other groups.

* Whenever a community organization or the Friends of the Library make a gift to the library, have a formal ceremony and take a picture to send with a brief press release to the media. It's news!

* Open the library when people are traveling by it. In Tunbridge and East Craftsbury, that means Sundays after church, and both libraries find they are busy.

* Put related book lists in local stores. Try a list of sports books owned by your library in a sporting goods store or a list of gardening books in a feed store.

* Wear a nametag or something else that distinguishes you as librarian, not patron. Staffed largely by volunteers, Stowe Free Library recognizes and publicizes this fact by having the word "volunteer" under the person's name.

"Nothing goes on in the library that the Friends aren't involved with in some way".

-- *Angie Martin*
Ilsley Library, Middlebury

Evaluation

Successes and mistakes, both from individual programs and from a programming effort in general, are valuable learning and planning tools.

After each program, take time to reflect on the good and bad moments. You may want to use the evaluation form that follows to trigger thoughts. Keeping a file of these will also serve as reminders and help you plan future programs. You may also want to devote time at Board, Friends, or staff meetings to discuss past programs; other views may help clarify your thinking and give you more ideas.

From time to time, you may also want to survey program participants for feedback. A brief evaluation form may help you identify strong and weak areas in all aspects of a program and its planning. Adapt the form developed by Pat Bates of Rutland for humanities reading/discussion programs. These were handed out at the end of a series, and the responses were useful in generating ideas for and making changes in future programs. Participants' comments also helped Pat document local interest in or need for future grant applications.

Even if you only verbally solicit feedback from program participants, try to phrase your questions so that you will get responses you can act on. Ask what parts of a program were liked or not liked and why. Ask how people heard about the program and why they came. Elicit suggestions for future programs. But don't simply ask "did you like it?" A yes or no won't give you much to work from.

In addition to these specific evaluations, it will be necessary to reflect regularly on your library's adult programming effort in general. Budget preparation time, when you evaluate the total effectiveness of library services, may be a good time for you. Think about how programming serves to achieve your

library's overall mission and its goals. You may find it useful to look at the "Why Program" list at the beginning of this guide to help you evaluate the results of your programs in light of your effort. In the end, has it meant better library service for your community?

LIBRARIAN'S PROGRAM EVALUATION

Program: _____

Date and Time: _____

Location: _____

Attendance: _____

Rate the following:	Excellent	Good	Fair	Why?
Audience--number attending				
intended audience?				
general response?				
Program--subject				
activities				
format				
quality				
meet intentions?				
Arrangements--day of week				
time of day				
time of year				
location--appropriate?				
location--accessible?				
location--comfortable?				
enough space?				
Publicity--format				
quantity				
timing				
Planning				
Use of library resources--human				
financial				
materials				

Were there any:

Surprises?

Mistakes?

Areas that could be changed/improved?

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SAMPLE

EVALUATION

You have just completed a reading discussion series funded by the Vermont Council on the Humanities and Public Issues. Your evaluation of this project is appreciated. Please answer the following questions:

1. Please list the programs you attended.

2. Which book did you enjoy most? Any special reason?

3. Which program did you enjoy most? Special reason?

4. The programs you did not attend, was it due to:
(check as many as relevant)

weather	other committments	bored with program
illness	not interested in book	other reasons
vacation	couldn't keep up with reading	

5. Has this series prompted you to read more? YES NO

6. Has this series prompted you to read additional works by these authors?

YES NO

7. Did you like the topic? YES NO

8. Did you prefer small group discussion to large? YES NO

9. Is there anything in the program format you would like to see changed?

10. Would you like another reading discussion series?

PLEASE USE BACK FOR ADDITIONAL COMMENTS

When Things Go Wrong

Here are some ideas for coping with and averting potential disasters:

* Try to plan an alternative activity or contingency--a story, book reviews, etc.--in case the speaker doesn't show up or is late, and for times when equipment breaks down.

* Always line up at least one trustee, Friend, or staff member to help when equipment breaks, a crowd needs controlling, discussion lags, or attendance is poor.

* Invest in a kitchen timer or alarm clock to keep things flowing. Warn the speaker, set it for a few minutes less than you have told him/her. If you make light of this, it won't be offensive. If this isn't your style or doesn't work, stand up, thank the speaker, and invite those with questions to address the speaker personally afterward. Then applaud.

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If at first you don't succeed, try something new.

Good Further Reading

Many of these are available from the Department of Libraries Library Science Collection in Montpelier.

LS 025.50 Baechtold, Marguerite. Library Service for Families. Library Prof. Pubns., 1983. Outlines types of families and skills needed to work with them and offers practical and philosophical ideas for services, especially programming.

LS 659.2 Baeckler, Virginia. GO, PEP and POP; 250 Tested Ideas for Lively Libraries. Unabashed Librarian, 1976. A personal favorite for dipping into when ideas aren't flowing easily.

LS 659.2 Baeckler, Virginia. PR for Pennies. Sources, 1978. Emphasizes cheap layout and pasteup techniques.

LS 021.7 Baeckler, Virginia. Sparkle! PR for Library Staff. Sources, 1980. Ideas for creating positive approaches to service, including a chapter on getting program ideas to flow.

LS 372.64 Bauer, Carolyn Feller. Handbook for Storytellers. ALA, 1977. Ideas galore for all ages.

LS 791.433 Blackaby, Linda. In Focus: A Guide to Using Films. N.Y. Zoetrope, 1980. A thorough, commonsense guide to film programming for any group. Contains many useful checklists.

Chase's Calendar of Annual Events. Apple Tree, 1983. Published annually, this will tell you when major "weeks" and birthdays are. You can use these to plan related programs & displays.

LS 371.3356 Coplan, Kate. Effective Library Exhibits; How to Prepare and Promote Good Displays. Oceana, 1958. A classic in its field.

LS 021.7 Dance, James C. Public Relations for the Smaller Library. ALA, 1979. $1. "Small Library Publication".

LS 021.7 Edsall, Marian S. Library Promotion Handbook. Oryx Pr, 1980. The very best of the many books available on library PR - practical, all-encompassing, with a good, long section on programming.

LS 021 Erteschick, Ann. Library Programs Worth Knowing About. U.S. office of Education, 1977. Guide to 62 federally-funded innovative library programs.

Flanagan, Joan. The Grass Roots Fundraising Handbook: How to Raise Money in your Community. The Youth Project, 1977.

LS 025.5 Franklin, Linda Campbell. Library Display Ideas. McFarland, 1980. With a school library slant, offers ideas and techniques (I love the book rack made of old jeans).

3/1.3 Gaffney, Maureen. What to do When the Lights go on. Oryx, 1980. Designed for children's programming, the philosophy still applies: offer more than a film. In CBEC.

LS 021.7 Garvey, Mona. Library Public Relations. Wilson, 1980. Techniques for selling library services to a variety of publics.

LS 027.4 Green, Marilyn V. Intergenerational Programming in Libraries; A Manual. South Bay Cooperative Library System, 1982. Practical ideas for bringing young and old together. Good lists of books and films.

LS 021.7 Kohn, Rita T. You Can do it! Scarecrow, 1981. Loads of good, practical information.

LS Library PR News, RD #1, Box 219, New Albany, PA 18833. $19.95/year. Bimonthly newsletter of practical ideas and examination of meaty issues.

Line, Walter C. News Writing for Nonprofessionals. Nelson-Hall, 1979. Fundamentals of style, grammar, punctuation, format and technical aspects of writing. Owned by MRL and SWRL.

LS 021.7 Moran, Irene E., comp. The Library Public Relations Recipe Book. ALA, 1978. Proccedings of an ALA conference on PR.

O'Donnell, Peggy. Planning Library Programs. ALA, 1979. Published by the Public Library Assn., and the National Endowment for the Humanities to stimulate humanities programming, this has useful tips for writing grant proposals.

LS 020 Powell, Judith W. Peoplework; Communications Dynamics for Librarians. ALA, 1979. Often interpersonal communication plays a key role in the success of any out-reach. This offers tips for effectiveness and understanding a complex process.

LS 027.4 Public Librarianship; A Reader. Libraries Unlimited, 1982. Includes "Adult Services: 'the book that leads you on'", by Herbert Bloom, which puts it all into historical perspective.

LS 025.1773 Rehrauer, George. The Film User's Handbook; a Basic Manual for Managing Library Film Services. Bowker, 1975.

LS 021.7 Rice, Betty. Public Relations for Public Libraries. Wilson, 1972. More theoretical approach focusing on development of an overall PR program.

LS 021 Robotham, John S. Library Programs; How to Select, Plan and Produce Them, 2nd ed. Scarecrow, 1981. Don't let the textbook appearance put you off. This covers the subject well.

LS Semkow, Jules. "Film Programs for Senior Citizens". Booklist, May 15, 1976, pp 1344-1348. Lots of good advice packed into a short article.

LS 659.2 Sherman, Steve. ABC's of Library Promotion. Scarecrow, 1980. Valuable ideas; a good basic.

Show Forth. McFarland & Co., Inc., Box 611, Jefferson, NC 28640. $12/year. Displays and bulletin board ideas in a bimonthly newsletter, slightly slanted toward school libraries.

LS 907.2 Shumway, Gary L. An Oral History Primer. 1973. How-to-do-it.

LS 027.67 Smith, Ruth S. Getting the Books off the Shelves; Making the Most of Your Congregation's Library. Hawthorn, 1975. Lots of ideas can be adapted by any type of library.

Success Stories: How 15 Libraries Raised Money and Public Awareness. ALA, 1983, $3. Ideas for fund raising.

LS 027.622 Turock, Betty J. Serving the Older Adult; A Guide to Library Programs and Information Sources. Bowker, 1982. Not as practical as we would hope, this offers a framework for developing services for our elders.

LS The U*N*A*B*A*S*H*E*D Librarian, GPO Box 2631, NY, NY 10001. $20/year. The "how I run my library good" quarterly newsletter - you never know what you'll find but you'll be able to use it.

LS 011 Weaver, Kathleen, comp. Film Programmer's Guide to 16mm. Rentals, 2nd ed. Reel Research, 1975. Sources for renting Newsreels, documentaries, entertainment, cinema history - a bit outdated.

Resource Directory

The following pages contain a rather long, but not inclusive list of Vermont organizations that may help you plan and execute programs at your library. Many of the statewide groups will send you the name of a contact person in your area. Looking over the list may also jog your mind. You'll remember local people involved in those groups, and you'll chink of other area organizations.

Don't let the length of the list overwhelm you. Use it as a jumping off point to identify and contact people in your town. Just finding out key members and officers of clubs in town will help you with reference work. You can then discuss further how you can help each other. You might offer your library's services, resources, and space. The group may be looking for a speaker or community service project. It may have a "Speakers' Bureau", do community programming, or be anxious for co-sponsors of projects. Members are good potential Friends, trustees, volunteers, supporters.

It probably won't happen overnight - nor should it, to be lasting - but community involvement is the key to effective and useful library service. Programming is one tangible, enjoyable way you can help this happen.

ADULT BASIC EDUCATION - Jennifer Howard, Consultant, Department of Education, 120 State Street, Montpelier, Vermont 05602, 828-3131, Literacy hot-line 800-322-4004.

ALCOHOL AND DRUG ABUSE DIVISION - Department of Social & Rehabilitation Services. There are regional offices in Barre, Bennington, Brattleboro, Burlington, Rutland, St. Albans, St. Johnsbury, Springfield, Vergennes, White River Junction.

AMERICAN CANCER SOCIETY - Frederick W. Van Buskirk, Jr., Exec VP, 13 Loomis Street, Montpelier, Vermont 05602.

AMERICAN CIVIL LIBERTIES UNION OF VERMONT, INC. - Scott Skinner, Executive Director, 43 State Street, Montpelier, Vermont 05602

AMERICAN DIABETES ASSOCIATION, VERMONT AFFILIATE, INC. - 37 Elmwood Avenue, Burlington, Vermont 05401, Barbara J. Goldman, Executive Director.

AMERICAN HEART ASSOCIATION, VERMONT AFFILIATE, INC. - David M. Demers, Executive Director, 2821 Shelburne Road, Shelburne, Vermont 05482.

AMERICAN INSTITUTE OF ARCHITECTS, VERMONT CHAPTER - Mrs. Arthur Williams, Executive Secretary, Box 67, RFD #1, Waitsfield, Vermont 05673.

AMERICAN LIBRARY ASSOCIATION - 50 E. Huron Street, Chicago, Illinois 60611, (312) 944-6780. The Public Information Office sells excellent posters and other promotional materials.

AMERICAN RED CROSS - Helen R. Poff, Vt. Chapter Representative, P.O. Box 508, Burlington, Vermont 05401. There are chapters based in Bennington, Danville, Canaan, Montpelier, Burlington, Newport, Rutland, Springfield, Brattleboro, Windsor.

AMERICAN SOCIETY OF DOWSERS, INC. - Paul J. Sevigny, President, Brainard Street, Danville, Vermont 05828.

ARTHRITIS FOUNDATION, INC., VERMONT CHAPTER - Room 303, 215 College Street, P.O. Box 422, Burlington, Vermont 05401, J. Richard Johnson, Executive Director.

ASSOCIATED GENERAL CONTRACTORS OF VERMONT, INC. - William J. Keogh, Executive Director, Box 750, 47 Court Street, Montpelier, Vermont 05602.

AYRSHIRE BREEDERS ASSN. - Peter B. Davis, Exec. Sec. Treas., Brandon, Vermont 05733

BORDER AMATEUR RADIO CLUB - Robert Green, President, 3 Willey Street, Newport, Vermont 05855, 334-6091.

BOY SCOUTS OF AMERICA (Green Mountain Council) - Robert J. Kumbera, Exec. Director, P.O. Box 557, Waterbury, Vermont 05676.

BURLINGTON AMATEUR RADIO CLUB - Box 312, Burlington, Vermont 05401, Richard "Dick" Russell, President, 84 Tremont Street, Barre, Vermont 05641, 476-6091.

BURLINGTON FRIENDS OF MUSIC - 14 South Williams Street, Burlington, Vermont 05401, Lynn Alexander, President.

BUSINESS AND PROFESSIONAL WOMEN'S CLUBS, STATE OF VERMONT FEDERATION: - Margaret Evarts, President, 53 Edgemoor Drive, Burlington, Vermont 05401. There are 17 local chapters in most major cities.

CENTRAL VERMONT AMATEUR RADIO CLUB - Gerry Benedict, President, 23 Foster Street, Montpelier, Vermont 05602, 223-3563.

COMMON CAUSE - c/o Albert D. Stevens, Sunset Hill Farm, Wells River, Vermont, 05081.

COMMUNITY COLLEGE OF VERMONT - P.O. Box 81, Montpelier, Vermont 05602. Four regional offices in Barre, St. Johnsbury, Johnson, Bellows Falls.

CONNECTICUT RIVER WATERSHED COUNCIL, INC. (Upper Valley Office) - Bob Linck, 45 Lyme Road, Hanover, New Hampshire 03755.

CONNECTICUT VALLEY FM ASSOC. - Karl Bruning, President, Newport, New Hampshire, 03773.

CONSERVATION SOCIETY OF SOUTHERN VERMONT - Peter Stron, President, Townshend, Vermont 05353.

CRAFT PROFESSIONALS OF VERMONT - RFD #1, West Burke, Vermont 05871. Publishes a directory of craft people.

EPILEPSY ASSOCIATION OF VERMONT, INC. - Audrey Butler Hill, Exec. Director, 76 South Main Street, Rutland, Vermont 05701.

FEDERATED GARDEN CLUBS OF VERMONT - Mrs. George B. Saul, RD #3, Middlebury, Vermont 05753. There are 18 local clubs, including ones in Arlington, N. Troy, Weston, Newfane.

GENEALOGICAL SOCIETY OF VERMONT - Joann H. Nichols, President, 46 Chestnut Street, Brattleboro, Vermont 05301.

GOVERNOR'S COMMISSION ON THE STATUS OF WOMEN - Anne Sarcka, Exec. Director, Pavilion Building, Montpelier, Vermont 05602.

THE GREAT BOOKS FOUNDATION - 307 N. Michigan Avenue, Chicago, Illinois 60601, (312) 332-5870. A 36-year-old national program of pre-selected readings.

"GREAT DECISIONS", FOREIGN POLICY ASSN. - 205 Lexington Avenue, New York, New York 10016. A series of nonpartisan reading/discussion programs on current issues.

GREEN MOUNTAIN ATHLETIC ASSOCIATION - Mr. Leighton Walker, 5 Redwood Terrace, Essex Junction, Vermont 05452.

GREEN MOUNTAIN AUDUBON SOCIETY - P.O. Box 33, Burlington, Vermont 05401. There are several regional societies as well.

THE GREEN MOUNTAIN CLUB, INC. - Harry T. Peet, Jr., P.O. Box 889, Montpelier, Vermont 05602.

GREEN MOUNTAIN HORSE ASSOCIATION - Mr. Collin Parker, Manager, South Woodstock, Vermont 05072.

GREEN MOUNTAIN QUILTER'S GUILD - c/o Irene Falby, South Hero, Vermont 05486.

GREEN MOUNTAIN WIRELESS SOCIETY - Rutland, Vermont 05701.

HOLSTEIN-FRIESIAN ASSN. OF AMERICA - Zane V. Akins, Exec, Sec., P.O. Box 808, Brattleboro, Vermont 05301.

LAKE CHAMPLAIN COMMITTEE - Anne K. Baker, Executive Director, 14 So. William Street, Burlington, Vermont 05401.

LA LECHE LEAGUE - Check with your local home health agency for the chapter near you.

LEAGUE OF AMERICAN WHEELMAN: - Mrs. Therese Lepine, Northern Vermont Representative, RFD #3, Morrisville, Vermont 05661.
Mrs. Nancy Jean Steffen, Southern Vermont Representative, 201 Crescent Boulevard, Bennington, Vermont 05201.

LEAGUE OF VERMONT WRITERS - Muriel deMarne, President, RD, Box 309, Waitsfield, Vermont 05673.

LEAGUE OF WOMEN VOTERS - 2 Railroad Avenue, Essex Junction, Vermont 05452.

MENTAL HEALTH SERVICES - There are community services based in Burlington, Bellows Falls, Bennington, Middlebury, Montpelier, Randolph, Rochester, Rutland, Morrisville, St. Albans.

MILK PROMOTION SERVICES, INC. - George A. Cross, Exec. Vice President, 149 State Street, Montpelier, Vermont 05602.

NATIONAL MULTIPLE SCLEROSIS (Northern Chapter) - 383 College Street, Burlington, Vermont, 05401.

NATIONAL MULTIPLE SCLEROSIS (Southern Chapter) - 4A Park Street, P.O. Box 558, Springfield, Vermont 05156.

MUSCULAR DYSTROPHY ASSOCIATION - 1 Mill Street, Burlington, Vermont 05401.

NATIONAL SOCIETY UNITED STATES DAUGHTERS OF 1812, STATE OF VERMONT - Mrs. William H. James, Secretary, Glen Road, Castleton, Vermont 05735.

NEW ENGLAND COALITION ON NUCLEAR POLLUTION - Box 637, Brattleboro, Vermont 05301.

NEW ENGLAND SOLAR ENERGY ASSOCIATION - Alex Wilson, Executive Director, P.O. Box 541, Brattleboro, Vermont 05301.

NEW ENGLAND TRAIL RIDER'S ASSN. - Charles Rockwell, Trustee, Red Mountain Road, Arlington, Vermont 05250.

NORTHEAST RADIO FM REPEATER ASSOC. - Warren Severance, President, East Hill, Barre, Vermont 05641, 476-6342.

NORTHERN VERMONT CANOE CRUISERS - Mr. Alan Roberts, Westbury Trailer Park, Colchester, Vermont 05446.

PLANNED PARENTHOOD OF VERMONT - James Lefevre, Exec. Director, 23 Mansfield Avenue, Burlington, Vermont 05401. 14 regional offices.

PLANNING AND DEVELOPMENT COMMISSIONS - There are 13 regional commissions.

PRESERVATION TRUST OF VERMONT - Mrs. Georgiana Brush, President, Box 1777, Windsor, Vermont 05089.

RUTLAND AREA ART ASSOCIATION, INC. - Sponsors of the Chaffee Art Gallery, 16 South Main Street, P.O. Box 403, Rutland, Vermont 05701. Ednah Appell, Corporate Secretary.

SILICONE JCT. AMATEUR RADIO CLUB INTERNATIONAL BUSINESS MACHINES CORP. (IBM) - Essex Junction, Vermont 05452, Mr. Knudson, President.

SNOWSHOEING - Mr. William E. Osgood, Mill Hill, RFD #2, Northfield, Vermont 05663, (802) 485-8351.

SOCIETY OF THE VERMONT CRAFTSMEN - Fletcher Farm Craft School, Ludlow, Vermont 05149.

SPORTS CAR CLUB OF VERMONT INC. - P.O. Box 64, Burlington, Vermont 05401.

TOASTMASTERS INTERNATIONAL - There are several chapters in the state, including the "Speakeasies", National Life Insurance Co., Montpelier 05602.

"251" CLUB - John B. Brewster, Secretary, 10 Crescent Lane, Montpelier, Vermont 05602.

U.S. CYCLING FEDERATION - Mr. Herbert Swift, 1 Hillview Road, Box 214, Richmond, Vermont 05477.

U.S. INTERNAL REVENUE SERVICE - Federal Building, Burlington, Vermont 05401.

U.S. SMALL BUSINESS ADMIN. - Federal Building, P.O. Courthouse, P.O. Box 605, Montpelier, Vermont 05602.

U.S. SOCIAL SECURITY ADMIN. (3 offices): - 58 Pearl Street, Burlington, Vermont 05401
33 School Street, Montpelier, Vermont 05602
162 So. Main Street, Rutland, Vermont 05701

UNIVERSITY OF VERMONT EXTENSION SERVICE - State Staff, Morrill Hall, Burlington, Vermont, 05401. Extension Agents can be found in every county - see 1983 Vermont Year Book pp 8-9 for a complete listing.

UPSTART LIBRARY PROMOTIONALS - Box 889, Hagerstown, Maryland 27140. Upbeat library-related promotional materials like buttons, mobiles, patches for jeans.

VERMONT AGENCY OF DEVELOPMENT & COMMUNITY AFFAIRS - Vermont Travel Division, Montpelier, Vermont 05602. "Vacation Guide" includes places to see & events not to miss.

VERMONT ASSOCIATION FOR THE BLIND, INC. - William C. Sullivan, Executive Director, 37 Elmwood Avenue, Burlington, Vermont 05401.

VERMONT ASSOCIATION FOR LEARNING DISABILITIES - 9 Heaton Street, Montpelier.

VERMONT ASSOCIATION FOR MENTAL HEALTH - Ken Libertoff, Exec. Director, Box 165, Montpelier, Vermont 05602. Has a Speakers Bureau.

VERMONT ASSOCIATION OF PRIVATE CAMPGROUND OWNERS AND OPERATORS - Mr. Robert Abel, President, Bald Mountain Campground, Townshend, Vermont 05353, (802) 365-7510.

VERMONT ASSOCIATION OF RAILROAD PASSENGERS - Ronald Butterfield, Chairman, RD #1, Post Road, Rutland, Vermont 05701.

VERMONT ASSOCIATION OF SNOW TRAVELERS - Mr. Carmi Duso, Exec. Director, Mr. Victor Wood, VAST Trails Coordinator, P.O. Box 839, Montpelier, Vermont 05602.

VERMONT BANKERS ASSOCIATION, INC. - Robert A. Withey, Exec. Director, 43 State Street, Box 587, Montpelier, Vermont 05602.

VERMONT BAR ASSOCIATION - Box 100, Montpelier, Vermont 05602, Lawrence J. Turgeon, Esec. Dir.

VERMONT CAMPING ASSOCIATION - Ms. Audrey Nelson, President, c/o Camp Catherine Capers, Wells, Vermont 05774.

VERMONT CENTER FOR INDEPENDENT LIVING - River Street, Montpelier, Vermont 05602. For the disabled.

VERMONT COUNCIL ON READING - Linn Wilson, President, Newfane Elementary School. Newfane, Vermont 05345.

VERMONT COUNCIL ON THE HUMANITIES & PUBLIC ISSUES - Victor R. Swenson, Exec. Director, Box 58, Hyde Park, Vermont 05655.

VERMONT COUNCIL ON THE ARTS - 136 State Street, Montpelier, Vermont 05602. Touring artists are top notch. There are community arts councils based on Brattleboro, Rutland, St. Johnsbury, Montpelier, etc.

VERMONT COUNCIL ON WORDL AFFAIRS - Mrs. Helen Marston, Exec. Director, Trinity College, Burlington, Vermont 05401. Maintains the language bank.

VERMONT DEPARTMENT OF EMPLOYMENT AND TRAINING - Vermont Job Service has local offices in Barre, Bennington, Brattleboro, Burlington, Middlebury, Morrisville, Newport, Rutland, St. Albans, St. Johnsbury, Springfield, White River Junction.

VERMONT DEPARTMENT OF HIGHWAY SAFETY, 133 State Street, Montpelier 05602

VERMONT DEPARTMENT OF SONS OF UNION VETERANS OF CIVIL WAR - Floyd Blodgett, Sr., Commander, 12 Hillside Avenue, Montpelier, Vermont 05602.

VERMONT ETV - Ft. Ethan Allen, Winooski, Vermont 05404. Ann Curran, Public Information Officer.

VERMONT FEDERATION OF SPORTSMEN'S CLUBS, INC. - Carl H. Haller, Secretary, 227 South Winooski Avenue, Burlington, Vermont 05401. There are 17 local "rod & gun" or "fish & game" clubs.

VERMONT FARM BUREAU - 141 Main Street, Montpelier, Vermont 05602.

VERMONT FISH & GAME DEPARTMENT - Montpelier, Vermont 05602

VERMONT GIRL SCOUT COUNCIL, INC. - 365 Dorset Street, So. Burlington, Vermont 05401, Jane Crosby, Executive Director.

VERMONT HANG GLIDERS ASSOCIATION - Mr. Jack Armstrong, 15 Cliff Street, Montpelier, Vermont 05602.

VERMONT HEART ASSOCIATION - David M. Demers, Exec. Dir., 2821 Shelburne Road, Shelburne, Vermont 05482.

VERMONT HERB SOCIETY - c/o Adele Dawson, Marshfield, Vermont 05658.

VERMONT HISTORICAL SOCIETY - 109 State Street, Montpelier, Vermont 05602.

VERMONT HORSEMAN'S COUNCIL - Mrs. Jean Gilman, President, RD #1, Box 750, Williamstown, Vermont 05679.

VERMONT HUMANE SOCIETY - Margaret H. Knoras, Asst. Treas., 23 East Lane, Springfield, Vermont 05156. There are 9 local societies in state - Addison County, Bellows Falls, Bennongton County, Burlington, Central Vermont, Woodstock, Rutland County, Springfield, Windham County.

VERMONT INSTITUE OF NATURAL SCIENCE - Woodstock, Vermont 05091.

VERMONT LUNG ASSOCIATION, INC. - Winston L. Prouty Lung Center, 30 Farrell Street, South Burlington, Robert P. Jones, Executive Director.

VERMONT MAPLE SUGAR MAKERS ASSN., INC. - Sandra K. Tarrier, Exec. Sec., RFD #2, Westford, Vermont 05494.

VERMONT MORGAN HORSE ASSOCIATION - Essex Junction, Vermont 05452.

VERMONT NATURAL RESOURCES COUNCIL - 7 Main Street, Montpelier, Vermont 05602.

VERMONT OFFICE ON AGING - Montpelier, Vermont 05602. Can direct you to the 5 Area Agencies on Aging - Champlain Valley, Central Vermont, Northeastern Vermont, Southeastern Vermont, Southwestern Vermont.

VERMONT POISON CENTER - Mary Fletcher Unit, Medical Center Hospital of Vermont, Burlington, Vermont 05401.

VERMONT PUBLIC INTEREST RESEARCH GROUP - Jeanne Keller, Exec. Director, 43 State Street, Montpelier, Vermont 05602.

VERMONT PUBLIC RADIO - Ray Dilley, Manager, Box 89.5, Windsor, Vermont 05089.

VERMONT RETAIL ASSOCIATION - Champlain Mill, Winooski, Vermont 05404, Karen Kent, Executive Director.

VERMONT RETAIL GROCERS ASSN., INC. - James E. Holmes, Exec. Vice President, 27 West Street, Rutland, Vermont 05701.

VERMONT RIGHT TO LIFE COMMITTEE - 73 Main Street, Montpelier, Vermont 05602.

VERMONT SHEEP BREEDERS ASSN. - Ann Clay, Secretary, RD #2, Arlington, Vermont 05250.

VERMONT SKI TOURING COUNCIL - Mr. R. F. Mattesich, West Hill Road, Troy, Vermont 05868.

VERMONT SOCIETY OF MAYFLOWER DESCENDENTS - Miss Mary E. Thompson, Governor, 6 Berkeley Street, South Burlington, Vermont 05401.

VERMONT SPECIAL OLYMPICS - 30 Pearl Street, Essex Junction, Vermont 05452.

VERMONT STATE SOCIETY DAUGHTERS OF AMERICAN REVOLUTION - Mrs. Everett C. Lamson, Jr., Box 572, Barre, Vermont 05641.

VERMONT SOCIETY SONS OF AMERICAN REVOLUTION - Dr. John P. Henry, RFD, Box 18, Norwich, Vermont 05055; Albert Slayton, Sec. Treas., P.O. Box 74, Montpelier, Vermont 05602.

VERMONT TECHNICAL COLLEGE AMATEUR RADIO CLUB - Vermont Technical College, Randolph, Vermont 05060, 728-3391.

VERMONT TRUCK & BUS ASSOCIATION - Alice M. Ennis, Sec., Box 271, Barre, Vermont 05641.

VERMONT YANKEE DECOMMISSIONING ALLIANCE - 43 State Street, Montpelier, Vermont, 05602.

VISITING NURSE ASSOCIATION - 260 College Street, Burlington, Vermont 05401. Can direct you to one of the 19 Home Health Agencies.

WINDHAM AMATEUR RADIO CLUB - Bennington, Vermont 05201.